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ABSTRACT

The fourth in a continuing series, this publication lists the masters' and doctoral theses on various aspects of mass communication concerning Asia submitted to colleges and universities in Asia and abroad in 1975-1976. The 93 entries are grouped into eight sections: general; advertising, management, and public relations; broadcast media; social aspects of communication; education; film and other audiovisual media; print media; and rural communication. An author/title index and a list of institutions surveyed for the list are included. (FL)

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LIST OF THESES

1975 and 1976

Compiled by
Cristina Y. Espejo

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Editor
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Introduction

The Amic **List of theses**; studies on mass communication in Asia comprises the masters and doctoral theses submitted to colleges and universities in Asia and abroad on various aspects of mass communication concerning Asia. The aim of the List is to identify and make known the studies completed which are related and relevant to mass communication in Asia and about Asia. Hopefully, the List will serve as a referral and searching tool for students, teachers, researchers, administrators, practitioners and other individuals interested in Asian mass communication.

The first compilation, **List of theses, 1971,** which was published in 1973 includes information gathered from 86 institutions in Asia and the United States, and lists 78 masters and doctoral theses titles completed in 1971. The second compilation, **List of theses, 1972,** includes information gathered from 93 institutions in Asia and the United States, and lists 79 theses titles completed in 1972. The third compilation, **List of theses 1973 and 1974,** is a combined listing of theses titles completed in 1973 and 1974 and contains information gathered from institutions in the United Kingdom, United States, Asia and Australia.

Amic **List of theses** is a continuing series, meant to be put out annually. Most of the theses titles listed carry an abstract or annotation.

This fourth compilation includes theses completed in 1975 and 1976. It also includes theses titles completed in 1971, 1972, 1973 and 1974 which were not listed in the previous compilations.

Singapore
October 1978

P.R.R. Sinha
Director

Preface

List of Theses 1975 and 1976 which is the fourth compilation is based on the information gathered through letters sent to institutions in Asia, Europe and the United States offering masters and doctoral programmes. Coverage of other institutions in Asia and outside Asia was achieved by scanning reference sources on masters and doctoral theses, special bibliographies, accession lists, a number of listings related to mass communication. However, there may well be theses titles omitted and the compiler should be grateful for information on such theses titles so that the next list may be more complete. This list covers 93 titles of theses completed in 1975 and 1976. Theses titles which missed the deadline for the previous List of Theses 1971; 1972; 1973 and 1974 have been recorded in this present list thus making a total of 262 items.

This compilation includes three parts: the main list which is arranged under broad subject headings, the author and title index, and the list of institutions. Most of the titles included in the list are accompanied by abstracts or annotations which were either supplied by the institutions or compiled and edited at the Amic secretariat. In some cases, theses titles have been included without abstracts or annotations.

Requests for copies of the theses listed can be obtained direct from the institutions where the theses were submitted. Doctoral theses submitted at U.S. institutions can be obtained from Xerox University Microfilms, P.O. Box 1764, Ann Arbor, Michigan 48106. Theses available in the Amic collection are indicated by the Amic accession number. These copies (in photocopy, microfilm or microfiche form) can be obtained from Amic at a nominal cost.

The compiler wishes to express her appreciation to institutions and individuals whose cooperation made this fourth compilation possible. She looks forward to their continuing support

and invites others to send Amic information, for the next compilation - **List of theses 1977 and 1978.**

Special thanks are due to Ms. Katherine Tan, for her excellent secretarial assistance including corrections on the final manuscript and compiiation of index and listings. Mr. S.N. Francis and Mr. George Tan shared the production aspects such as the composing and printing as well as the layout of the publication.

Singapore
October 4, 1978

Cristina Y. Espejo
Senior Programme Specialist
(Documentation)

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1. General

ABRIGO, Emilia N

Oriental Mindanao folk tales; an analysis. Manila, Philippine Women's University, 1971.
164p. illus. bibl. thesis (M.A.)

The folktales of Oriental Mindanao are collected, classified and analysed to determine their education, literacy and social values. The role of the folktales as communication media during the past and the present are also analysed.

BARRIL, Martha S

Communication patterns at the public service desks of the UPLB Library. College, Laguna, Dept. of Development Communication, University of the Philippines at Los Banos, 1976.
129p. thesis (M.S.)

The study was conducted to identify the various clients who inquired at the public service desks of the UPLB (University of the Philippines at Los Banos) Library; to determine the content of the inquiries and the mode or channel used in making the inquiries, to establish the communication flow at the public service desks; to determine the duration or negotiation time of each message; and to determine whether each negotiation was successfully completed or not. Data gathering was done through self-administered score cards. Of the 8,804 readers admitted during the 14-day study period (April 19-30, May 8-9, 1976, Summer Session), 522 clients or 5.9 per cent inquired at public service desks. About 79 per cent of these clients were from UPLB while the rest were non-UPLB clients, a majority of the former being both undergraduate and graduate students. On the average, 37 clients were served per day. The Circulation desks recorded the most number of clients (29.7% or 155 out of 522 clients) while the Serials Extension loan desk the least (49 clients). Content analysis of messages showed the predominance of directional/locational type, followed by the library regulation/general information type and other category. Direct personal contact or face-to-face was the mode or channel used by about 96 per cent of the clients.

BINGHAM, Irwin Drake

Communication and the Tao: a study of the communication theory implicit in the Taoist and Buddhist traditions of China. Carbondale, Southern Illinois University, 197[illegible].
157p. thesis (Ph.D.)

CHAN, Heng Chee

The dynamics of one-party dominance; a study of five Singapore constituencies. Singapore, Dept. of Political Science, University of Singapore, 1973.
357p. thesis (Ph.D.)

Chapter 6 of this study highlights the unofficial channels of communication between the government and the people and vice-versa. The role and activities of the Citizens Consultative Committees and the community centres which serve as useful channels to transmit information on the needs of the people to the government as well as to keep the people informed of government actions and policy are also analysed.

CHANG, Te-cheng

External propaganda of the People's Republic of China. Norman, University of Oklahoma, 1974.
1v. (various pagings) thesis (M.A.)

Examines three major areas of Red China's external propaganda, namely, war and revolution; China's reunification; and refugees in Hongkong. According to the Chinese Communist external propaganda in the field of war and revolution, the dictatorship has to fulfil three basic tasks. As to China's reunification the study showed that the efforts focus on the overseas Chinese and the Chinese students in the United States in an effort to persuade them to support the reunification and regain the control of the 15 million people now governed by Taiwan. Regarding the Hongkong refugee problem, it is recognised as a defense propaganda or counter-propaganda designed to counteract the reports published outside mainland China, which quote those who have fled Red China and who depict it in a less favourable light.

CHOI, Dal-young

A study of social change and communication in modernisation. Seoul, Graduate School of Mass Communication, Seoul National University, 1974.
46p. mimeo. thesis (M.A.)

There are two broad problem areas in the theoretical study of

social change. The first concerns the factors or mechanisms which produce change; the second concerns the general characteristics of the course of change. In utilising mass system for national development, the author claims, it is not possible to build up a single theory because methods are determined by the social situations.

CHOI, Sung-gal

A study of information flow. Seoul, Graduate School of Mass Communication, Seoul National University, 1971.
86+5p. mimeo. thesis (M.A.)

The study examines general communication theory about exposure and information flow. Using the survey method the results showed that information flows operate without opinion leaders, and information does not always flow from mass media to leaders and from leaders to their followers. It seems, therefore, that the two-step flow of communication should be reconsidered in the Korean context.

CHU, Pan-yen

The relationships between persuasibility and two other factors: receiver's self-concept and communicator's authority. Taipei, Taiwan, National Chengchi University, 1976.
68p. thesis (M.A.)

Reports the results of an experiment conducted in February 1976 to study the relationship between persuasibility and the receiver's self-concept and the communicator's authority in the passing of the same message through the same channel. 598 students were selected from three junior high schools in Taipei to take part in before and after tests. It was found that in passing the same message by means of the same channel with the same purpose, there was no noticeable difference in persuasibility even though the receiver's self-concept was different. However, a noticeable difference was found when the communicator's authority did not have any interaction effects on persuasibility in the passing of the same message through the same channel with the same purpose.

CHU Yeung Pak-yu, Patricia

Communication patterns of a voluntary agency: AVS as a case study. Hongkong, Dept. of Social Work, The University of Hongkong, 1974.
51p. thesis (M.A.)

Examines and evaluates the communication patterns of the Association of Volunteers for Service (AVS), a voluntary agency. Data collected through personal participation, observation, interviews, and meetings showed that at the internal level, both horizontal and vertical communications were inadequate. At the external level, AVS communication with the public had been rather passive and the use of mass media was rather inadequate. Communication between AVS and agencies seeking assistance was handicapped by the lack of appreciation of the value of volunteer service by professional workers. As a government financed agency, AVS in general maintains good communication with the Social Welfare Department (SWD), though oftentimes it acted independently in decision-making without prior consultation with the SWD.

CHUNG, Chen-seng

Before and after the elevation of Chou En-lai - Communist propaganda toward the Third World. Athens, University of Georgia, 1976.

1v. (various pagings) thesis (M.A.)

It was hypothesised that the rise of Chou En-lai in September 1971, to a position second only to Mao Tse-Tung in the Chinese Communist Party would occasion greater radicalism in Chou's statements about the Third World. A content analysis of the Peking Review for the two years prior and for the two years following Chou's 1971 rise suggested that Chinese Communist propaganda about the Third World did not become more radical after Chou's rise but did occupy more space. These results suggest some problems in applying the cognitive dissonance model to the analysis of propaganda as an indication of the cognitive set of a public leader.

COLEBATCH, Hal

An examination of the sources, ideologies and political importance of peace movements in Australia from approximately 1950 to 1965. Nedlands, University of West Australia, 1974.

296p. thesis (M.A.)

The study indicates that the sentiments which gave rise to peace movements are by no means extinct, and while they appear at present to be without a major issue, the official Government attitude towards them is benevolent to an unprecedented degree. The peace movements may reform themselves, therefore, as an "anti-war" movement, or possibly one more concerned with fighting social and cultural campaigns within Australia from a

position of greater strength than ever before. The ideological patterns of thought laid down over the long term will not disappear, however much the plurality of debate may increase.

FANG, Feng-cheng

A study of the persuasive communication of Hoh-tsung and Lien-hung strategies in the pre-Chin era. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 19[illegible]

104p. bibl. thesis (M.A.) Chinese.

Analyses the theories of Hoh-tsung and Lien-hung which are two kinds of hostile diplomatic strategies and persuasive communication movements advocated by Hsu Chin and Chang Yi respectively. Aspects studied include: the message, the reliability of communication, the communication skills, personality characteristics of the audience and the communication environment. The findings were compared with the theories of the western persuasive communication.

FUSIKI, Rita

Information availability and information sharing; a study of strategic considerations made by Asian American community leaders. Seattle, University of Washington, 1975.

1v. (various pagings) thesis (M.A.)

The study explores some ideas about types of information as they are available and shared in a factionalised community setting The distinction is made between two kinds of information that are necessary for the movement of the collectivity, namely, information availability, and information sharing. Findings indicated that the unidimensional, cumulative structure of information applied for information availability but not for information sharing. While strategic information seemed readily accessed by community leaders, information sharing seemed to be homogenously low. Factionalisation in the community was seen to be most evident in the varying degree of assimilation in the community.

GREEN, Steven Michael

Communication by a graded vocal system in Japanese Monkeys *(Macaca fuscate);* a field study. New York, N.Y., The Rockefeller University, 1973.

114p. thesis (Ph.D.)

GRENFELL, Newell Harvey

Mass media audiences in Peninsular Malaysia: an illustration

of the value of audience analysis in a developing country. Kuala Lumpur, University of Malaya, 1976.
601p. thesis (Ph.D.)

The study contends that analysis of the size and composition of audiences is a logical though frequently by-passed starting point for communication research in developing countries. Audience analysis describes what has been defined as "Switch on: Switch off" patterns of the population with regard to the mass media. Using data from national sample surveys, the study identified and discussed the patterns of attending radio, wired broadcasting, television, cinema, mobile unit film shows and print media, for the adult population of Peninsular Malaysia in total and by the demographic variables of sex, age, location, and ethnic group. The value and relevance of audience analysis are illustrated with specific reference to Malaysia's particular combination of free-enterprise and government-operated media systems, and to the country's complex plural society. The finding that ethnicity is generally the most salient variable in media use in Malaysia amplified the value of the analysis, because an integrative, nation-building role has been officially prescribed for the mass media in this country.

HUANG, Jerry Shao-shiong
Mass media use and the image of the People's Republic of China among Chinese students in the Twin Cities area. Minneapolis, University of Minnesota, 1976.
207p. thesis (Ph.D.)

Studies the relationships among mass media use, information seeking behaviour, information gain and image about the People's Republic of China in the case of Chinese students who came from Taiwan. Through a self-administered questionnaire the survey produced 129 usable returned questionnaires. Data were analysed with programmes available in the SPSS Computer programme. The result indicated that the extent of mass media exposure, perceiving the relationships among Taipei, Peking and Washington as salient, interest level in gaining information on mainland China, information level score on the People's Republic of China (PRC) and the current image on the PRC are significantly inter-correlated. Respondents' image on the PRC changed less if more "ego" involved; changed more if less "ego" involved. Information is the key in image change process. Media are most effective when media convey a social reality which is "salient" to the individual or "useful" to him. Through agenda-setting and gatekeeping functions, it was found that mass media played a central role in the formation of national and international images. The study calls attention to the role played by the media in the maintenance of political system in a country, and suggests that the best way to

build up or to change a nation's image is to build a reliable medium which is credible enough.

KENT, Kurt Edward

Mass communication, information control, and development: a general systems theory analysis. Minneapolis, University of Minnesota, 1975.

213p. thesis (Ph.D.)

The questions examined in this study were: Is centrality of mass communication information control related to development? Does this relationship vary according to the heterogeneity and size of countries? Data from seventy-five countries for the 1960's were subjected to statistical analysis. There was a low, but statistically significant correlation between centrality of mass communication information control and gross national product growth rate. The correlation was larger in countries which were culturally homogeneous or of small size, but it disappeared or became negative in large and heterogeneous countries. A high level of centrality of mass communication information control appears to facilitate the coordination of functionally differentiated units within systems. When these systems form subsystems of larger national systems, separated from one another by cultural or area boundaries, high centrality of mass communication information control seems to inhibit the coordination necessary for development.

KIM, Han-gu

Community development and the role of mass communication in relation to the New Community Drive. Seoul, Graduate School of Community Development, Chungang University, 1972.

69p. thesis (M.A.)

Attempts to review with theoretical background local development and the role of mass communication in the development of a less-developed society. In connection with Korea and the New Community Drive, the study discusses the role of mass media, in particular, from the viewpoint of mobile personality formation and empathy making.

KIM, Tai Sung

Japan's security policy; a study of the relationships among the decision-makers' perceptions, the press, the public opinion during 1952-1971. East Lansing, Michigan State University, 1974.

292p. thesis (Ph.D.)

KRIPPENDORFF, Sultana Alam

The communications approach to political development: a critique with examples from India. Urbana, University of Illinois, Champaign campus, 1971.
216p. thesis (Ph.D.)

LAZARO, Patricio

A survey of approaches in Philippine oral literature scholarship. Illinois, Northwestern University, 1975.
437p. thesis (Ph.D.)

The survey was conducted on a national scope of the different studies on the verbal lore of the early Filipinos to present material which leads to an overall perspective concerning the different approaches in Philippine oral literature scholarship. The results of the study were as follows: 1) The Philippines is rich in native verbal lore and a large amount of research has been done on it. 2) Scholars have employed the following approaches in studying Filipino oral literature: historical-geographical, functional, and structural-linguistic. No formal studies have been done so far on the communicative-behavioural approach. 3) The folktales of the early Filipinos have received the most considerable attention among scholars. 4) Scholars have shifted their fieldwork activities from Luzon to Mindanao.

LEE, Eun Ho

The role of the Ministry in nation building; a comparative study of South Vietnam and South Korea. Carbondale, Southern Illinois University, 1971.
325p. thesis (Ph.D.)

LEE, King-kwan

Innovative diffusion - Communist China's experience in the planning of change. Hongkong, Graduate School, Board of Studies in Sociology, Chinese University of Hongkong, 1973.
89p. thesis (M.Sc.)

A conceptual scheme is proposed for the explanation of the diffusion of innovations of agro-technical elements in the People's Republic of China since 1957. The model is established on documentary analysis of relevant publications. Among the three types of "power strategies" and their corresponding "involvements" conceptualised by ETZIONI, the researcher postulates that the planned diffusion of agro-technical innovations in China tends to take the route of the normative power/moral involvement. This strategy is presumably encouraged by the dominance

of the Communist ideology that functions as a guide, as well as a justification, for the "supra-agency" to implement planned campaigns.

LIEU, Pham Thi Kim

People's participation; a study of ZOTO. Quezon City, Institute of Social Work and Community Development, University of the Philippines, 1973.
73p. illus. thesis (M.A.)

Deals with the motivating factors that brought about the knowledge, attitude and behaviour of selected Tondo (Manila) people towards participation in community problem-solving.

LIU, Huai ming

A study of the problems of medical advertisements in Taiwan's newspapers in 1972. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1973.
85p. thesis (M.A.) Chinese.

Examines quantity of medical advertisements in five newspapers and the ratio of undesirable advertisements. Analyses also the manner in which advertisements are often published under the guise of feature stories, special columns and news items. Discusses the undesirable advertisements from the viewpoint of current laws and regulations.

LONGLEY, Patricia

The influence of mass communication upon attitudes toward selected foreign policy issues. Chapel Hill, The University of North Carolina, 1975.
192p. thesis (Ph.D.)

Investigates the effect of mass communication upon attitudes toward selected foreign policy issues to determine whether perceptual selectivity occurred upon exposure to messages about foreign policy issues and whether exposure stimulated a process of information-gathering which might allow opinion leaders to engage in a subsidiary but decisive process of influence. Data from students at the University of North Carolina at Chapel Hill were collected according to a pre-test, post-test experimental design. The findings suggested that mass communication may have an effect upon attitudes toward foreign policy. Evaluation and cognitions relevant to three of the six issues were altered. No information-gathering occurred. Furthermore, evaluative change persisted one week after the initial exposure.

LOVELAND, Christine Ann

Communication in India: mass media and cultural media. Durham, Duke University, 1975.

197p. thesis (Ph.D.)

The study is focused on the relationship between different forms of communication in India. Communication as a process is analysed under the categories of cultural media and mass media. A content analysis of the written media involved comparison of the Hindi and English-language samples. Furthermore, an analysis of film based on secondary sources, and including about 200 Indian films, form a major part of the study. The historical sources were also consulted. Results include: Hindi film is India's first mass medium; the written media represented in the sample form "class media" rather than mass media; both the mass media and the cultural media have been affected by changes and growth in the other; and the mass media in contemporary India lack the interdependence of content and personnel which characterises mass media systems. One of the suggestions indicates the possibility of post-literacy without literacy.

MOENAF, Moefni

Communication between the Social Security Fund and the registered Tanjung Priok harbour labourers. Jakarta, Sekolah Tinggi Publisistik, 1975.

1v. (various pagings) thesis (M.A.) Indonesian.

MOHAMMED Ahmed

Development of tourism in Karnataka. Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.

140p. thesis (M.A.)

The study surveys the tourism industry - its progress and development in the Karnataka State, India. Based on field study and factual analysis, reviews also the present scene of tourism as an industry and gives a clear vignette of the historical development of tourism in the state. Allied fields influencing tourism such as transport and hotel industries are also discussed in detail. Various planned development projects, efficient and effective publicity campaign, and introduction of modern facilities are suggested to promote tourism in the state.

PUGNE, Melina

Freedom of speech and of the press and the regulation of election spending and propaganda provided in the 1971

Constitutional Convention Act. Quezon City, Institute of Mass Communication, University of the Philippines, 1972.
188p. bibl. thesis (M.A.)

Analyses the effects of government regulation on campaign spending and propaganda on the free expression of speech and of the press. The references used in this study are mainly limited to the provisions of the law and their corresponding Comelec orders and resolutions, available official records and documents.

RENICK, Roderick Dhu *Jr.*
Political communication; a case study of United States propaganda in North and South Korea. Louisiana, Tulane University, 1971.
256p. thesis (Ph.D.)

Sto. Tomas, Patricia A
Communication levels and socio-economic development in Southern Luzon (Region IV). College, Laguna. Dept. of Development Communication, University of the Philippines at Los Banos, 1975.
126p. thesis (M.S.)

The study examines the degree of correlation between communication development and socio-economic development in Region IV. Findings showed that both CAVIN and CADIN correlated positively and significantly with all indicators, the adequacy index exhibiting a higher degree of association. The same positive and significant correlation held when the indexes were "decomposed" into their mass media components. The interpersonal group, however, was negatively correlated with both indexes, the CADIN significantly so with all the socio-economic indicators except literacy. Except for radio sets which were adequate throughout the region, there was a general lack of other communication resources. Manila and Rizal virtually provided the only exceptions and in fact composed the nucleus of a comparatively adequacy belt extending to the outlying provinces of Laguna, Cavite, Quezon and Batangas. Occidental Mindoro, Marinduque, Oriental Mindoro, Palawan and Romblon all lie below the regional adequacy averages..

SINGH, Vijay
Some factors related to differential use of various information sources by the different farmers of LADP Block, Ludhiana, for the adoption of improved agricultural practices. Lu-

dhiana, Punjab Agricultural University, 1973.
85p. thesis (M.S.)

Studies the various sources of information used by the farmers, frequency of use, relative effectiveness and their relationship with the personal characteristics of the farmers. Findings reveal that informal personal sources are most frequently contacted and are most effective. Punjab Agricultural University is identified as the most effective source of information at the awareness and interest stages of the adoption process, while neighbours and self-experience are most effective at the trial and adoption stages. There is a positive correlation between education and extension and use of impersonal sources. Extension contact and social participation play an important part in the use of formal personal sources.

SOBERANO, Rosa
The dialects of Marinduque Tagalog. Quezon City, Ateneo de Manila University, 1976.
320p. thesis (Ph.D.)

The aims of the study are: 1) to discover geographical variations, 2) to gain insight into the most important elements causing variation, and 3) to indicate the main linguistic similarities and differences between Marinduque Tagalog (MT) and Manila Tagalog (ManT). Analysis of the data showed among others, that five items of phonology, thirty-two morphological forms, fifty-one lexical items, and one syntactic structure tended to divide Marinduque into two main Tagalog dialect areas. Contrasting items overlapped in some isolated barrios located on the central boundary between the eastern and western dialect areas. Physical geography played the most important role in causing dialectical variation in Marinduque Tagalog. The Marinduque Tagalog dialects shared the same segmental phonemes with Manila Tagalog but they were more similar to each other than they were to Manila Tagalog.

STEPHENSON, Gordon Ronald
Testing for group-specific communication patterns in Japanese macaques. Madison, University of Wisconsin, 1973.
239p. thesis (Ph.D.)

TAHARA, Michihiko
Fukuzawa Yukichi and communication. Tokyo, Keio University, 1975.
1v. (various pagings) thesis (M.A.) Japanese.

TARANTINO, Anthony George

Chinese media of communication; their history and political impact in respect to Western developments. Irvine, University of California, 1975.

202p. thesis (Ph.D.)

Examines the origin and history of Chinese media of communication in order to determine their impact on Chinese political structure. The oral and literate media in China and the West were evaluated and the invention and significance of printing were dealt with. The efforts of the Chinese to develop a modern industrial state after three hundred years of lagging behind Western advancements were discussed in detail. Finally, the impact of mass phonetic literacy under the influence of electronic media on Chinese society was predicted. Such a development has precedence in Chinese history. The Ch'in dynasty was destroyed in 206 B.C. by the revolutionary changes the Ch'in brought about in communication media and political administration.

VAJPEYI, Dhirendra Kumar

The role of political participation, mass media and empathy in modernization; a case study of Uttar Pradesh. Michigan State University, 1971.

1v. (various pagings) thesis (Ph.D.)

VUTHIMEDHI, Yuwat

The values and validity of group informant survey technique in programme planning. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1973.

223p. illus. bibl. thesis (Ph.D.)

The study examines the effectiveness of group informant survey technique as a method of getting information from several people simultaneously and retaining the advantage of face-to-face relationship of an individual interview. The group informants consisted of community leaders and household heads from seven barrios in the municipality of Pila, Laguna. The information were on barrio transportation, population, water and sanitation, agricultural conditions, economic variables, barrio improvement, peoples' aspirations for and problems in better living.

YANG, Hsi-han

Non-verbal communication in Peking Opera. Taipei, Taiwan, National Chengchi University, 1975.

100p. thesis (M.A.)

Using the library research methd, the study analysed the influence of space on the non-verbal behaviour of Peking Opera singers, the singers' movements and actions and the singers' voice level. Findings showed that owing to the limitation of the stage of Peking Opera the singers could convey their message to the spectators by using different types of masks. The colour of the mask was a tool of communication. Red represented loyalty and courage; white indicated bad character, black meant honesty, blue and green were the colours for the bad and wicked. The colour of costumes also has significance. Each clearly indicated the difference between civilians and the military, the rich and the poor, the old and the young, as well as the good and the bad. The audience received messages through the actions and movements of the singers. In order to express the exact meaning, Peking Opera singers must have clear diction and a good and pleasant voice suitable to their role in the opera.

YAP, Boh Tiong

Community centres in Singapore with special emphasis on efficiency. Singapore, University of Singapore, 1972. 214p. illus. mimeo. thesis (M.Sc.)

Report of a study that investigates the goals, effectiveness, leadership and efficiency of the community centres under the administration of the People's Association in Singapore. After discussing the goals of the People's Association and presenting a historical description of the early establishment of the Community Centres, the study examines the efficiency, effectiveness, adaptiveness, job-satisfaction and stratification in the community centres. Analysed also are the functions of the different executive and professional staff in the backdrop of educational achievements, linguistic competence and interaction patterns. Appendix includes a copy of the questionnaire, People's Association Ordinance of 1960 and the People's Management Committee Rules of 1964.

YPILAN, Mauricio U

A critical study of the right to peaceful assembly and petition for redress of grievances. Manila, University of Santo Tomas, 1972.
164p. illus. bibl. thesis (Ph.D.)

Analyses the right to peaceful assembly and petition and their part in the stabilisation of the society. It traces the historical background of the constitutional rights under study, as established in England, evolved in the United States and finally transplanted in the Philippines. The relationship of these rights to the freedom of speech and the press are defined.

YUZON, Isagani

Politics, personality and division: a case study of Roxas Oriental Mindoro. Quezon City, University of the Philippines, 1971.

226p. bibl. thesis (M.A.)

Result of this study shows the heterogeneity of the population, the low level of education of the people and the absence of a penetrative network of communication media as the deterrent factors which hinder popular participation of the people of Roxas, Oriental Mindoro, in the political activities of the town.

2. Advertising, management and public relations

BONNEY, Agnes Mavis

Patterns of advertising in Malaysia today. Kuala Lumpur, University of Malaya, 1974.

215p. thesis (M.A.)

The study reviews the pattern of current advertising in the mass media in Malaysia and advances the hypothesis that it can be classified in three broad categories. The first of these is described as 'Western', the second as 'Pseudo-Malaysian', and the third what might appropriately be described as 'Malaysian' advertising. Discusses also the people who are creating advertisements and endeavours to show how their various backgrounds influence the pattern of advertising in Malaysia today.

COLAYCO, Jose

The rise of unionism of the Philippine Free Press. Makati, Rizal, Asian Institute of Management, 1971.

55p. bibl. thesis (M.BM.)

Analyses the rise of unionism at the Philippine Free Press. The employer's resistance to the emergent union is seen as a defense of the "good", "old" patronalistic system of managing the company against the workers' growing awareness of their dignity. The ensuing crisis causes the loss of about half the work force, led by the top editors of the prestigious magazine. A new, less radical union gets the approval of the employer, but still emerges as a possible progressive change agent.

JUNG, Yung-ae

A study of the influence of mass communication and personal communication on the purchasing behaviour of Korean urban females. Seoul, Graduate School of Mass Communication, Seoul National University, 1972.

86p. mimeo. thesis (M.A.)

Discusses the possibility of applying to Korean society the five hypotheses of communication flow and behaviour which

have been already verified in the United States of America. The survey method was employed using 15 free-entry-style questionnaires. The sample size was 329. The results revealed that the role of opinion leader in buying behaviour was not important. When the purchasing stages were divided into three stages (awareness, information and adoption), personal influence was weakest at the awareness stage, showing 45% - 52% ratio of mass media vs. personal communication whereas at the information stage, this ratio gap grew greater (37% - 56%) and at the adoption stage, this already enlarged gap grew further to a 31% - 61%.

KANG, Ockja

A comparative study of external public relations of the ROK Government and Free China. Seoul, Institute of Mass Communication, Seoul National University, 1975.

104p. thesis (M.A.)

In this study the following were dealt with to achieve a background knowledge for a fuller understanding of government public relations in transitional nations: 1) the relationship of contemporary society and government public relations in general; 2) the propaganda techniques used in different social systems; 3) the present and past of the ROK international government public relations; 4) a survey of the development of a public information system in Free China showing how the existence of present situations have created a demand for skilful techniques in foreign public relations; 5) a comparative study on external public relations of the ROK government and Free China and a comparative study of political systems and the organisation of the public information department of South and North Korea. The study concludes with a presentation of the improvement of external government public relations in Korea indicating limitations of and obstacles to the effective operations of a government public relations in a democratic state.

RAVI, Kumar

A study of public relations practices in Kerala State. Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.

63p. thesis (M.A.)

To assess the practice of Public Relations in the Indian state of Kerala, field study and interview methods are employed for the investigation and collection of data. Eight important organisations are studied in detail in regard to their Public Relations practice. Excepting a few important national and state organisations all others have not realised the true meaning and significance of Public Relations and the practice has not gained complete maturity

in the state. Setting up of more Public Relations units with trained staff, enlightened policy and programmes are suggested for the enrichment of Public Relations practice in the state.

RU Chong-so

A study of the process of advertising communication. Seoul, Graduate School of Mass Communication, Seoul National University, 1972.

125p. mimeo. thesis (M.A.)

Examines the flow of advertising communication to find out the factors of advertising effectiveness, and to draw a general theory for the measurement of the effects of advertising in Korea.

WEIN, Jennie Leu

A case study of Seiko watch - K. Haltori and Company, Ltd.; functional analysis as an evaluation technique for public relations programs. [Austin?] University of Texas, 1974.

180p. thesis (M.A.)

This is an analysis of the public relations programme of Seiko watch company produced by International Public Relations Company, Ltd., NewYork, utilising the functional analysis method to determine the effectiveness of the programme, and to study the various methods of a public relations practitioner, especially those used in the Seiko programme.

3. Broadcast media

ALLARDE, Carlita

Isang mapanuring pagkilatis sa kahalagahan ng paggamit ng telebisyon sa pagtuturo ng Pilipino sa mataas na paaralang bayan at paaralang paribado sa Maynila at Karatig pook. (An evaluative survey on the importance of instructional television in teaching Pilipino in the public secondary schools and private schools of Manila and suburbs). Manila, Far Eastern University, 1972.

179p. bibl. thesis (M.A.) Pilipino.

The major role of television in the propagation of the National language is discussed. Considering the present status of instructional television in the Philippines, suggestions for improvement are recommended.

BONSUBRE, Leonardo V

An inquiry into the listening preference of the 1970-1971 high school students of the Cebu Roosevelt Memorial Colleges in regard to radio broadcasts. Bogo, Cebu Roosevelt Memorial Colleges, 1972.

75p. bibl. thesis (M.A.)

Hypothesises that the motivating forces which led the students to listen to radio programmes were for entertainment and for information. This was corroborated by the students' preference for musical programmes and radio plays followed by newscasts. The social and educational implications proved that radio broadcasts helped them in their studies; that they were instructive and that opinions broadcast over the radio influenced their thinking. Majority of the student respondents believed that radio has become an important and indispensable fixture in their homes.

CAMPOS, Enrique P

A study of the Philippine Federation of Catholic Broadcasters. Iloilo City, University of San Agustine, 1971.

220p. bibl. thesis (M.A.)

The radio broadcasting stations belonging to the Philippine Federation of Catholic Broadcasters (PFCB) is analysed to determine how these stations have sought to implement the provisions of the PFCB constitution particularly those related to the implementation of the Vatican II Decree on Social Communication. Data include objectives, organisation, technology and equipment, finance, personnel, programming, area of effectivity, and problems.

CHOU, Shuang-i

The motivation of buying TV sets; a study on consumers in Taiwan's five major cities. Taipei, Taiwan, Graduate School of Business Administration, National Chengchi University, 1971.

83p. thesis (M.A.) Chinese.

As many as 873 consumers in five major cities in Taiwan are surveyed through questionnaires. The potential motivations of buying TV sets and the relative factors as well as the market of TV sets in Taiwan are analysed. The study predicts future development of the market of TV sets in Taiwan.

CHUNG, Ku-on

A study of computerisation of broadcasting system on TV broadcasting. Seoul, Graduate School of Economic Development, Songgyungwan University, 1971.

85p. thesis (M.A.)

The study deals with the initial steps in using computers in television programme production and programming. It discusses the method of computerising the broadcasting system; programme classification and coding; the broadcasting survey; the model production of programmes and the process of TV drama production. On programme operation, the paper analyses automatic broadcasting of programmes and mechanical organisation of broadcasting system.

DE LEON, Hilary

A noise reduction circuit for television. Quezon City, College of Engineering, University of the Philippines, 1973.

72p. illus. bibl. thesis (M.S.)

DEL ROSARIO, Rene

Development, design and construction of an automatic memory fine training device for television receiving sets.

Quezon City, College of Engineering, University of the Philippines, 1973.
198p. illus. bibl. thesis (M.S.)

EDIGER, Anne
A study of radio listeners in India to the Far East Broadcasting Company, Manila and the Far East Broadcasting Association, Seychelles. Syracuse, New York, Syracuse University, 1974.
1v. (various pagings) thesis (M.A.)

Listener response over a period of years has shown that the audience reached is not the audience aimed at primarily. The first study was undertaken to ascertain reasons for this. Of 18 languages in which the Far East Broadcasting Company (FEBC), Manila, Philippines and the Far East Broadcasting Associates (FEBA), Victoria, Seychelles broadcast programmes into India, four were chosen for the survey: Tamil, Telugu, English, and Hindi. Data gathered through 3,430 questionnaires showed that the largest percentage of the listening audience is comprised of high school and college students between the ages of 17 and 20. The great majority of listeners are Christians. Listeners indicated their preference for Christian message programmes, music and song of all description, news, programme for youth, and drama. A change in programme type and format is suggested in order to reach more of the intended FEBC/FEBA audience.

HAFIZ, Talal Khalid
The potential role of educational/instructional television in higher education and human resource development for the Kingdom of Saudi Arabia. Boulder, University of Colorado, 1976.
431p. thesis (Ph.D.)

The accelerated development of Saudi Arabia is demanding more trained professionals to implement the country's modernisation goals. Mass media, and particularly television, enters as a catalyst to multiply scarce educational resources. An analytical projective approach is adopted to identify trends of television research and application to education and human resources development in both developing and technologically advanced countries. The cases reviewed include among other countries, *Japan, Australia, India,* and *Korea.* The analysis and evaluation of multi-media application to other countries' educational and human resources development provide a wide range of situations. Therefore, research evidence from both developing and technologically advanced countries offers alternatives to Saudi developers in the adaptation of these experiences to the country's educa-

tional and manpower requirements. This study considers actions taken, problems encountered, and lessons learned from other countries to the religious, cultural and educational context of Saudi Arabia. A proposal is made to establish a multi-media open university (Halaqhat Open University) in the western region of Saudi Arabia. In addition, alternative approaches are suggested to multiply existing higher education and training resources, with emphasis on King Abd-al-Aziz University.

KATIYAR, S K

Farmer's response to farm radio broadcasts. Jaipur, Farm and Home Unit Programme of All India Radio. Jobner, Rajasthan, College of Agriculture, 1971.
139p. thesis (M.Sc.)

This study aims to find out the degree of farmer's awareness of different farm radio broadcasts, differences of awareness among those having radio sets and those having none, and to measure the listener's attitude. Data were collected by using an interview schedule. Findings revealed that some of the farmers will not even be aware of these broadcasts but all radio owners had better awareness. Listeners' attitude towards farm radio broadcasts was found to be significantly associated with their socio-economic status and size of land holdings.

LEE, Hai-gun

Package programme development and study for TV audience listening tendency analysis. Seoul, Graduate School of Economic Development, Songgungwan University, 1971.
85p. thesis (M.A.) Korean

The study is purported to develop TV package programmes for the analysis of audience listening tendency which is very useful for selecting good programme by means of computer. Among the items dealt with are comparisons of the audience listening tendency of three TV stations; listening tendency analysis; order of the audiences' favourite programme; best 10 programmes; and weekly programmes of the three stations (KBS, TBC and MBC).

LIU, Hsin-wu

An experimental study of educational TV. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1971.
48p. bibl. thesis (M.A.) Chinese.

The methods of controlled experimentation to test the effect of the Pressey method in learning is applied in this study. The

subjects comprised 104 Grade-8 students in Taipei. The results confirmed the function of the Pressey method and educational television.

LO, Wen-kun

A study of students' anxiety and their attitudes toward violence on television. Taipei, Taiwan, National Chengchi University, 1976.

144p. thesis (M.A.)

An experiment conducted to study whether television programmes containing different degrees of violence arouse different reactions among Chinese teenagers, and whether their reactions are affected by their own levels of anxiety and by their previous exposure to television violence. A total of 240 students from a junior high school in the eastern part of Taiwan were assigned to three experimental conditions. The students' attitude toward violence were not related to their levels of anxiety and to their previous exposure to television violence. The three groups that viewed the three different programmes showed different reactions to television violence. Following the Feshback hypothesis, violence on television would lower the teenage viewers' tendency toward violence, perhaps because their inner violent feelings were in part released through the fantasy of the television characters.

LU, James Yeou-chen

The Laguna extension workers as a potential educational radio audience. Los Banos, Laguna, Dept. of Agricultural Communication, College of Agriculture, University of the Philippines, 1972.

68p. illus. bibl. thesis (M.S.)

This is a survey of the perceptions, communication behaviour, attitudes and preference of extension workers in Laguna as well as an audience study for a possible radio programme for the extension workers.

MANDALE, Nagasura

Radio Indaraptra: a study on Maranao folk narrative. Quezon City, Asian Center, University of the Philippines, 1973.

237p. illus. bibl. thesis (M.A.)

A Maranao narrative *Radio Indarapatra* is discussed to determine the narrative's folklorocity, to assess its role as a transmitter of Maranao culture in contemporary Maranao society, and to

attempt to record internal variants of the text relative to its dissemination in the region, and the role of the singers vis-a-vis their role in the diffusion of the narrative.

NADURATA, Felisa S

A comparative study of the relative effectiveness of television as a tool in teaching groups of grade four pupils in two central schools of Caloocan City. Manila, Graduate School, Centro Escolar University, 1973.
171p. thesis (M.A.)

The investigation was of the relative effectiveness of television as a tool of teaching social studies in grade four. It was found that television as a tool in teaching an elementary school subject like social studies can be of help in improving the scholastic achievement of pupils.

PAI, Tong-suk

A study on the changes in Korean radio programmes between 1961 and 1971. Seoul, Graduate School, Dept. of Pedagogy, Ewha Woman's University, 1971.
93p. thesis (M.A.)

The study examines the factors that exert influence on developmental changes in radio programmes as a means to further develop radio programmes and cultivate the characteristics inherent in the radio medium, in such a way as to meet public needs, tastes and desires. For this purpose, programme timetables of the four major local radio stations - KBS, MBC, DBS and TBC - during the past decade were extensively utilised as basic source materials.

PRASAD, Gautam Niranjan

A study on the effectiveness of farm radio programme in diffusion of improved farm practices in Assam. Bhubaneswar, Dept. of Extension Education, College of Agriculture, Orissa University of Agriculture and Technology, 1975.
98p. thesis (M.S.)

Responses were obtained from 126 farming house holders selected at random from two blocks of Assam State, A.I.R. Station, Gauhati. Education, social participation, size of farm, ownership on land, membership in farm radio forums, extent of dependency on land, and occupation were significantly related to listening habits of the farmer. Radio was mostly sought over printed materials and personal sources for providing farm infor-

mation. Interview method of presentation, language, understandability, accuracy and clarity affected the effectiveness of farm broadcasting. It was suggested that involvement of agricultural specialists in radio talks, use of local language, extending the duration of farm broadcasting programme and promotion of institutional contact between the listeners and radio stations would increase the effectiveness of radio as a source of farm information.

LABANAL, Valerio T

The role of radio in the communication of forest conservation messages with emphasis on knowledge and attitude change. Quezon City, Institute of Mass Communication, University of the Philippines, 1975.

109p. thesis (M.A.)

A field study was conducted in some selected communities in the Upper Agno River watershed in Benguet Province to determine the relationship between listening to radio programme and knowledge and attitude towards forest conservation of forest residents. Nine hypotheses were tested. Two hundred household heads were interviewed. The major findings revealed that 79.5 per cent were radio listeners, knowledge level of the respondents about the forest was relatively high and almost all the respondents expressed fears of resettlement and land reduction. These internal restraints tended to affect the respondents' attitude towards forest conservation.

RUSADI, Udi

The influence of rural broadcast through the Bandung Studio of Radio Republik Indonesia on listeners at the village of Bayuming, Kadugede district, Kuningan regency, West Java. Jakarta, Sekolah Tinggi Publisistik, 1975.

1v. (various pagings) thesis (M.A.) Indonesian.

SIDDARAMAIAH, B.S.

Influence of farm broadcasts on the knowledge of farmers and radio owner's listening habits and preferences. Hubbal, Bangalore, University of Agricultural Sciences, 1975.

91p. thesis (M.S.)

Studies the increase in the knowledge of farmers due to listening to farm broadcasts, association between increase in the knowledge and their personal characteristics, characteristics of farmers owning and not owning radios and listening habits of farmers along with their preferences in farm broadcasts. Data

were collected from Bangalore district from February 1970 - January 1971, through experimental method and mailed questionnaires. Findings showed a significant knowledge increase among the farmers due to their listening to farm broadcasts. Farmers' size of holdings were closely associated with their ownership of radios.

SINGH, Jagdish

A study of factors influencing the viewing behaviour of the farmers towards agricultural problems on television in Delhi villages. New Delhi, Indian Agricultural Research Institute, 1971.

218+13+20p. thesis (Ph.D.)

The investigation seeks to study the size of TV audience, attitude of farmers towards TV, their viewing behaviour, information source credibility and the rationale of the farmers viewing agricultural programmes on TV. Findings indicated that the size of the audience was small. On the whole, farmers had a favourable attitude towards TV, but there was a positive influence of young age, higher education and higher economic status on their attitude. Twelve factors significantly related to the viewing behaviour of the farmers were identified. Findings also indicated that TV occupies a low position on the credibility scale and entertainment was what the farmers looked for in the programmes.

SINGH, Malook

Utility of farm broadcasts from All India Radio, Julundur to the block staff of Punjab (India). Ludhiana, Punjab Agricultural University, 1973.

91p. thesis (M.S.)

The objective of this study was to ascertain the level of awareness and popularity of farm broadcasts; the utility of broadcasts in disseminating farm information to farmers, and to study the relationship between the utility of farm broadcast and the personnel, social and situational characteristics of the block staff. Conducted in 12 blocks in five districts of Punjab, this study used item analysis methods to identify various dependent and independent variables. In majority of the cases the level of awareness of farm broadcasts was average while the popularity was high. It also indicated the frequency and comparative scale of liking and utility of different agricultural programmes. Significant variables recognised included education, economic status, ambition and number of radio sets.

SINGH, Ranjit

A comparative study of adoption of high yielding varieties programme by the farmers of television and non-television villages. New Delhi, Indian Agricultural Research Institute, 1971.

113p. thesis (M.S.)

This study examines the information seeking behaviour of farmers in the television and non-television villages, their source credibility patterns, their differential level of perception and the study of socio-economic factors associated with their adoption behaviour. Two television and non-television villages each were randomly selected in the Community Development, Block Mehrauli in Delhi Union Territory, to constitute the sample. Methodology includes observation method and interview through structured schedules. The farmers belonging to television villages are far ahead of their counterparts in non-television villages, in respect of agricultural development programmes. Reasons for the higher degree of modernisation in the television villages are attributed to the positive influence of television.

SRIDODO

Sampling in broadcast rice plots. Los Banos, Laguna, University of the Philippines, 1972.

85p. thesis (M.S.)

TORAL, Baldomera

The relative effectiveness of television as a tool of teaching social studies to groups of fast learners and slow learners of grade four pupils at Cecilio Apostal Elementary School, Caloocan City. Manila, Philippine Normal College, 1971.

117p. bibl. thesis (M.A.)

A study to test the effectiveness of television lessons in the teaching of social studies to elementary school pupils. It compares this relative effectiveness to groups of fast learners and to groups of slow learners of grade four pupils of Cecilio Apostal Elementary School. The results of a teacher-made achievement test administered to the pupils showed that the fast learners benefited more than the slow learners in the use of television-lessons.

VENTURINA, Rafaela de Leon

Relative effects of television in teaching English and physics

in the high school. Manila, Adamson University, 1971.
201p. illus. bibl. thesis (M.Ed.)

Assesses the role of television or telecast study in the teaching of English and Physics. It tries to delineate some problems encountered in teaching these subjects and finds out the ways in which the students' learning is upgraded.

WENG, Hsiu-chi

A study of the television viewing habits and leisure time activities of primary school pupils in Taipei. Taipei, Taiwan, National Chengchi University, 1973.
158p. thesis (M.A.)

The study aims to find out the role television plays in the daily life of children. 216 primary school pupils were interviewed and data collected through questionnaires. Results showed that pupils who were more intelligent, who felt that their parents cared for them and who considered the school work-load quite low seldom watched television. Those pupils whose families watched television often were freer in their activities, thought negatively of the family, and were poor in handling personal relationships. Pupils who watched television regularly considered television more important than school work or games. Moreover, pupils were capable of selecting their favourite television programmes.

WUNG, Hsiu-chi

The relationship between TV viewing and custom at night of the national primary students in Taiwan. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1973.
80p. thesis (M.A.) Chinese.

The role and impact of TV in the daily life of Chinese children are described and explained. Data were collected from a survey of 216 students in Taipei.

YANG, Wen-chun

The impact of TV violence programmes on the aggressiveness of children. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1973.
83p. thesis (M.A.) Chinese.

Experimental and survey research methods were used to collect data on the impact of TV violence programmes on the aggres-

siveness of children in Taipei. Ninety sixth-grade students were studied. The two-way analysis of variance was applied to test the significance level.

YOM, Hong-chon

A study of the educational utilisation of school TV broadcasting. Seoul, Graduate School of Pedagogy, Korea University, 1971.

131p. thesis (M.A.)

The study points out factors and problems which obstruct the effective use of school television broadcasting in the school of education. The paper reviews the utilisation of TV in schools of major nations of the world, and TV broadcasting development of Korea. It also examines students and their media exposure and interests, and the feasibility of TV utilisation in their out-of-school activities. The results of the study indicate lack of coordination between the content of TV broadcasting and the school education curriculum. The lack of understanding on the part of teachers and families is a main cause of the low utilisation rate, and reconsideration by the education authorities is urgent.

YU, Chain-na

A comparison of television programmes between the United States and the Republic of China. San Jose, California, San Jose State University, 1974.

1v. (various pagings) thesis (M.S.)

The television programmes of two television stations: Taiwan Television Enterprise (TTV) and KGO, the ABC affiliate in San Francisco were compared as a means of evaluating those diffferences and similarities between the Chinese and American people which might reflect the political, cultural, economic and social circumstances of the two countries. News, drama programmes and commercials shown during the Spring, 1974 evening test periods on TTV and KGO comprised the study. Findings showed TTV and KGO had a similar programming structure: entertainment programmes dominated both; information-type programmes ranked second; and orientation programmes related to public affairs supplied only a minor part of the total programming. While the structure was similar, the nature of news, commercials and drama programmes between the U.S. and the R.O.F. were quite different. Compared to American television, Taiwan programmes had a more "political" tone, to cite one difference.

YUN, Won-jo

A study of commercial management and organisation.

Pusan, Graduate School of Business Administration, Pusan National University, 1972.
63p. thesis (M.A.)

This review of the history of broadcasting and the emergence of private-run broadcasting stations, discusses the characteristics and problems of the private-owned stations, and proposes several suggestions for an effective and more rational management of the non-governmental broadcasting stations. A list of private-run stations, documentary items used for the examination of their organisation and management, and a structural diagram of the management are also included.

4. Communication - social aspects

ANDO, Hirofumi
Election in the Philippines; mass-elite interaction through the electoral process, 1946-1969. Ann Arbor, University of Michigan, 1971.
221p. illus. bibl. thesis (Ph.D.)

Analyses the longitudinal and instructural changes in patterns of the mass-elite and ultra-elite political interaction in the Philippines electoral system. It adopts the simple, standard paradigms in social scheme composed of three elements: S(stimulus), O(Organism), and R(Response). Mass media and interpersonal relations fall under the S element which are subsets contributing to the electoral process or voting behaviour of the people.

APINANTARA, Adul
Leadership roles of the field technicians in organising farmers' associations. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1972.
226. illus. thesis (M.S.)

The study was conducted to identify 1) the leadership roles of the field technicians in organising farmers' associations in the UPCA/SEARCA Social Laboratory in Pila, Laguna (Philippines); 2) the working relationship between the field technicians and other change agents in the field and the farmers; 3) the problems of the field technicians; and 4) the effects of organised farmers' associations in organising other farmers' association. Using the interview method, four field technicians and 104 members of the five farmers' associations of the Social Laboratory comprise the respondents of the study.

ATMIYANANDANA, Vinita
An experimental study of the detection of deception in cross-cultural communications. Tallahassee, Florida State University, 1976.
141p. thesis (Ph.D.)

The study explored the ability of judges from various cultures to detect deception by observing the non-verbal behaviour of speakers. The speakers were white Americans. The judges were chosen from three different groups: Americans, Latin Americans, and Asians. The videotape of the speakers was shown to judges. Though the result of the study is not significant statistically, the judgements accuracy for the national groups of judges (Americans, Latin Americans, and Asians), are in the predicted direction. The Americans and Latin Americans with cultural backgrounds more similar to the speakers, made more correct decisions than the Asians with less similar backgrounds. It was also noted that speakers have no tendency to call judges' attention to anyone of their non-verbal behaviours more often than the others. The results of the tests on these two particular cases (behaviour of the judges and speakers) suggested that when an individual judge noted and used any specific behaviour of any speaker to differentiate honest from deceptive speeches, the behaviour given attention by the judge would depend on what he is prepared to look for rather than on what the speaker actually does.

BICHITRANANDA, Nayak

A study on the social change as influenced by the High Yielding Variety Programme in Puri District. Bhubaneswar, Dept. of Extension Education, College of Agriculture, Orissa University of Agriculture and Technology, 1975.

134p. thesis (M.S.)

The main purpose of the study is to measure the socio-economic changes as a result of participation in the High Yielding Variety Programme. Data for analysis were collected from 100 farmers residing in the University and Government operating programme areas. The study revealed that changes in farm power status, farm credit seeking behaviour, house structure, level of family education, and contact with different forms of information were relatively high in the case of farms residing in the University operating area than in the areas operating under the Government programme. However, in both areas a rising trend in the holding size, net farm income, possession of household materials (like radio and cycles), social participation and a movement towards liberalism in farming has been noticed in the case of participating farmers over the non-participation and a movement towards liberalism in farming has been noticed in the case of participating farmers over the non-participating ones. A high degree of economic motivation was also marked with adopters than with non-adopters of high yielding varieties.

CANEDO, Fulgencio M

Maranao rice farmers' perceptions of the credibility charac-

teristics of an extension agent. College, Laguna. Dept. of Development Communication, University of the Philippines at Los Banos, 1976.
126p. thesis (M.S.)

The study answers the following questions: 1) What characteristics do Maranao rice farmers associate with a credible extension agent? 2) From the point of view of Maranao farmers, to what degree should the extension agents possess such characteristics? 3) What characteristics of Maranao rice farmers are related to their perception of the characteristics of a credible extension agent? 150 Maranao rice farmers in three selected barrios of Lanao del Sur were randomly selected for the study through structured survey schedule. Findings showed the characteristics of a credible extension agent are traits primarily associated with sociability followed by safety, dynamism and qualification which were of almost the same significance. Also, the respondents indicated their preference for a homophilous extension agent in that he should be a Muslim and a Maranao who understands their values. Further, the higher the farmer's education, exposure to information sources, social status and exposure to extension agents, the more his value of a credible extension agent is affected.

CHEN, Chang-kuo
A study of the communica[illegible] behaviour and modernisation of aborigines living on an off-shore island. Taipei, Taiwan, National Chengchi University, 1976.
126p. thesis (M.A.)

A survey conducted in July 1975 to study the communication behaviour of aborigines living on an offshore island - Botal Tobago and the role that the mass media play in the process of modernising their society. Data collected from a sample of 90 individuals revealed that the younger and better-educated the aborigines were, the more they were exposed to mass media. Those who owned radio sets, spoke Mandarin, and held non-traditional jobs were also more exposed to mass media. The mass media helped aborigines receive news about the public affairs of the outside world. Moreover, in relation to the process of change, mass media and modernisation of the aboriginal society were correlated.

CHEN, Lih-shiang
Media exposure and its effects on image building; a study of foreign students' attitude toward Chinese. Taipei, Taiwan, National Chengchi University, 1976.
102p. thesis (M.A.)

The study was conducted with a sample of randomly selected 160 individuals from 785 foreign students attending colleges, universities, and two language centres in Taiwan in 1975 and 1976. Interview administered to the respondents revealed that few foreign students were exposed to Chinese mass media such as movies or magazines before they came to Taiwan. Due to different lengths of stay in Taiwan, their communication behaviour in relation to the Chinese mass media varied. Moreover, the communication behaviour of foreign students and their images of Chinese people in Taiwan were correlated. Those who were more exposed to Chinese mass media tended to think more positively of Chinese; however, their images of Chinese people became less favourable as they had more contact with the people. During their stay in Taiwan, most foreign students developed a better image of Chinese. Because of the differences in their age, sex, and the duration of their stay, their images of Chinese varied.

CHEUNG, Choon-ying

A study of women's clothing opinion leaders in Hongkong. Hongkong, Lingnam Institute of Business Administration, The Chinese University of Hongkong, 1973.
131p. thesis (M.B.A.)

The study aims to distinguish female clothing leaders fron non-leaders in Hongkong by comparing their social, psychological and demographic characteristics. Ten hypotheses were tested. Twenty-four female employees of the Chinese University of Hongkong and the Jebson & Co. were interviewed and data collected through questionnaires. Findings showed the measurement by the self-designating and other-designating methods correlate. In the Jebson office, clothing leaders were higher in income level than non-leaders, while in the University, such income differences were insignificant. Leaders were more physically mobile and significantly more interested in clothing than non-leaders. No significant difference between leaders and non-leaders was observed in information seeking behaviour, attitude toward fashion, venturesomeness in fashion and media exposure.

CHU, Eddie

High-yielding rice varieties at the crossroads; three post-trial alternative decisions among farmers. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1973.
312p. illus. bibl. thesis (M.S.)

Identifies factors within the farmer's person and his immediate environment that lead him to a pattern of alternative behaviour associated with the first use of a high yielding variety and the extent of such behaviour It aims to establish the relationship of

each of the four types of independent variables - personal and family, socio-economic, social participation and communication to the exhibited behavioural pattern, and to explain the phenomena of these relationships.

CHU, Leonard

The Chinese self-stereotype and the Chinese stereotype of Americans; a multiple regressional approach. Carbondale, Southern Illinois University, 1974.

1v. (various pagings) thesis (M.A.)

Attempts to study the stereotypes held by Chinese students about self and Americans and to determine the relationships between stereotype and some selected factors. Seventy-three students from Taiwan and Hongkong enrolled at SIU-Carbondale were randomly sampled. Stereotypes were measured by the semantic differential technique. Data were analysed by profile analysis and multiple regression technique. Results revealed that Chinese students had shown a high degree of homogeneity in their judgment of self and of Americans. In judging self, the students differed most significantly on only two scales: Hongkong students thought Chinese stingy and impractical while Taiwan students thought otherwise. In judging Americans, the two groups differed on one scale: Hongkong students thought Americans generous while Taiwan students thought otherwise. However, stereotypes of self and Americans differed significantly except on a few scales. In general, Taiwan students read more Chinese newspapers and magazines than Hongkong students did. However, Hongkong students had more exposure to American media and more social contact with Americans. Also, the geographic origin, sex, academic major, exposure to American media, perceived Chinese status and religious belief did not aid prediction. Exposure to Chinese magazines, length of residence in the U.S. and frequency of discussing with Americans about assignments were dound to be able to aid prediction of self-stereotypes, but not American-stereotypes.

DARBARI, Lal

Some correlates of communication behaviour of the Punjab farmers. Ludhiana, Punjab Agricultural University, 1973.

98p. thesis (M.Sc.)

This study aims to measure the communication behaviour of the farmers in respect of agricultural technology, to determine factors affecting communication behaviour, and to estimate the predictive value of the selected characteristics contributing to the communication behaviour. Findings reveal that generally the farmers have an average communication behaviour in respect of

farm technology. It identifies the correlation between demonstration centres, farm literature, agricultural extension training programmes on the one hand and communication behaviour on the other and demonstrates also the effects of socio-economic variables on communication behaviour.

DEPOSITARIO, Willie

Role performance of barrio council members in community development infrastructure projects in the province of Laguna. Los Banos, College of Agriculture, University of the Philippines, 1973.

223p. illus. bibl. thesis (Ph.D.)

The study was conducted in Laguna province involving 16 barrio councils in 11 municipalities. It aims to determine the degree or extent of role performance of barrio council members in community development infrastructure projects under Republic Act No. 3590 and to investigate the relationships between personal and related leadership factors of barrio council members, mediating factors as perceived by the respondents, degree of awareness type of Community Development infrastructure projects, perceived benefits and role performance.

DUFF, Robert W

Neighbourhood of residence and knowledge, attitudes, and practices with regard to conception control in a Philippine city. Notre Dame, Indiana, University of Notre Dame, 1971.

240p. bibl. thesis (Ph.D.)

A contextual analysis concerned with the influence of neighbourhood class composition of conception control knowledge, attitudes and practices. It proceeds beyond the scope of most contextual studies as an attempt is made to understand the basis for differentials noted between the KAP of persons residing in the various types of neighbourhoods. The study was conducted in Cebu City which is characterised by a mixing of classes within a number of its residential areas. Data analysed were collected through a survey of 355 Cebuano housewives from residential areas of varying class composition. The data indicated that residential area class composition is of great importance especially with respect to the diffusion of conceptual control information to lower class housewives.

ERNEST, R.S.

A study of communication utilization behaviour of small and big farmers and its implication to communication strategy.

New Delhi, Indian Agricultural Research Institute, 1973.
258+51p. thesis (Ph.D.)

Significant difference in the knowledge about improved agricultural practices is observed between small and big farmers, score being in the favour of the latter. Age is not found to be related to knowledge. For seeking information the farmers utilised the services of village level workers, neighbours, village leaders, and demonstrators. Out of the various channels, demonstration was utilised by the maximum number, followed by gossip group, radio, posters, and pre-season mass campaign.

FULGENCIO, Marietta V

A study of textile workers' labour law knowledge, attitudes, and relevant communication and work-connected factors. Quezon City, Institute of Mass Communication, University of the Philippines, 1975.
168p. thesis (M.A.)

A survey, and an interview-schedule was used for data-gathering. The tests of the workers' knowledge of and attitude toward labour laws were based on the old labour laws, which were still in effect just before the effectivity of the new Labour Code. The sample studied was composed of one hundred workers from one of the largest integrated textile mills in the country. Findings showed the workers' knowledge of labour laws was slightly fair and dealt more with provisions on basic standards of employment. Labour law knowledge was not significantly related to newspaper readership, reading of print materials on labour laws, radio listenership, interpersonal communication, union involvement, sex, education and attitudes toward these laws. The study suggests a need to increase the workers' level of labour law knowledge through adequate information or educational programmes on the part of labour leaders and governmental agencies involved.

GATCHALIAN, Jose T

The comparative effectiveness of two communication strategies on the family planning KAP of rural workers in Laguna. Quezon City, Institute of Mass Communication,, University of the Philippines, 1975.
76p. thesis (M.A.)

This study tested the hypothesis that the "integrated" is comparatively more effective than the "conventional" training programme in increasing the level of knowledge, changing attitude towards the motivating rural workers to practise family

planning. Results indicated no significant difference in effectiveness between the two strategies in terms of knowledge and attitude of the respondents after "treatment". Relative to the "control" group, however, the effect of both strategies were found highly significant. In terms of actual practice, 81.6% of the "integrated", 43.4% of the "conventional" and 6.2% of the "control" groups, respectively, adopted the use of family planning methods after the training programmes. It is suggested that whenever practicable, certain campaign in development communications be integrated with family planning, especially in agriculture which is the mainstay of the Philippines as a developing country.

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GUIOGUIO, Reynaldo V

Factors related to the mass media habits of urban residents in metropolitan Manila. Quezon City, Institute of Mass Communication, University of the Philippines, 1976.

185p. mimeo. thesis (M.A.)

A study of the factors related to the preference and use of the mass media by urban residents: newspapers, radio, television and film. The findings are summarized in terms of: a) the mass media habits of Filipino urban residents; b) their use of media for certain needs such as occupation, entertainment, education, current affairs, etc,; c) the relationship of certain demographic-socio-economic factors to the mass media habits of urban residents and to their use of the media for certain needs.

HALL, Edward Payson, *Jr.*

A test of the decision state model of receiver behaviour using a Japanese case study. Honolulu, University of Hawaii, 1974.

103p. thesis (M.A.)

Using Japan as a case study, the author describes the formal and informal components of international communication. A review of literature is made, focusing on the receiver component of the fundamental model of communication and on the attitude-change levels of analysis. Communication themes and trends are noted in this context. A decision state model of receiver behaviour is described with respect to communication behaviour. The methodology employed is explained, including operational definitions, sampling procedures, questionnaire development, selection of variables, and statistical analysis. In addition, an evaluation is made of the dimensions of the explanatory power of

the decision state model. A questionnaire in Japanese is included in the appendices.

HAMAL, Hem

Strategy for population communication in Nepal. Chicago, University of Chicago, 1973.
91p. thesis (M.A.)

The first part of the work deals with background information, including the present status of communication media in Nepal. The second part proposes an overall communications plan for the Family Planning and Maternal Child Health programme of Nepal. The three areas recommended for maximum communication support are: marketing of contraceptives; continuation of the supply of oral pills and a general family planning campaign to generate an awareness and create a small family norm.

HO, Nguyen Thi

Decision-making in family planning among selected acceptors in the University Health Services Family Planning Clinic. Quezon City, Institute of Social Work and Community Development, University of the Philippines, 1973.
103p. illus. thesis (M.SW.)

This study is a good example of a working innovations theory from the awareness stage to adoption stage regarding the acceptance of family planning. Motivating factors which led to the respondents adoption of family planning are described.

HOSOKAWA, Fumiko

Social interaction and ethnic identification among the third generation Japanese. Los Angeles, University of California, 1973.
376p. thesis (Ph.D.)

HSIEH, Ying-chuen

Diffusion of scientific and technological news among technicians in Taiwan. Taipei, Taiwan, National Chengchi University, 1976.
136p. thesis (M.A.)

The research aims to study the communication behaviour of the leaders of two Chinese scientific periodicals and the relationship between their concept of modernisation and their communication behaviour. A systematic random sample of 90 scientific

individuals were drawn from the readers of two Chinese periodicals. The technicians had constant contact with printed media, especially specialised scientific and technological magazine. The technicians passed information about science and technology to others mostly through personal communication. Older technicians were more active in attending conferences on science and technology and in doing research. The technicians' evaluation of scientific and technological magazines and professional knowledge were correlated with their media exposure, personal communication, and their concept of modernisation.

HULL, Terence Harwood

Each child brings its own fortune: an enquiry into the value of children in a Javanese village. Canberra, Australian National University, 1975.

475p. thesis (Ph.D.)

One of the important issues in the discussion of motivations for large families is the degree to which parents might regard children as being valuable in fulfilling various material and non-material needs, particularly in the case of peasant communities. This thesis examines the implications of the concept of the value of children in the context of a community in central Java, with a mixed occupational structure which gives rise to socio-economic contrasts that are related to perceptions of the value of children. Various issues of importance in the community, including the recent increase in the availability of schooling, the problem of uncertainty under conditions of extreme poverty, and the reasons for resistance to the use of modern forms of contraception, are explored in the light of the value of children concept.

KALAMEGAM, E V

A study on communication behaviour of small farmers in a progressive and less progressive village. Coimbatore, Tamil Nadu, Dept. of Agricultural Extension, Tamil Nadu Agricultural University, 1975.

65p. thesis (M.S.)

The study mainly deals with the extent of utilisation of various sources of information by small farmers and the ccredibility of the sources used by them. Data were obtained from 120 small farmers. Radio in the progressive village and neighbours and friends in the less progressive village were utilised more by farmers at the awareness stage of farm practices. Village level workers, Deputy Agricultural Officers and campaigns in the progressive village and neighbours and friends, village level workers and relatives in the less progressive village were influential more at the adoption stage of farm practices. Village level worker and

radio were given more credibility in the progressive village whereas neighbours and friends and relatives were more credible in the less progressive village.

KATTOPPA, Y

A study on some aspects of working of farmers' discussion group in Bangalore district of Mysore State. Bangalore, University of Agricultural Sciences, 1973.

103+11p. thesis (M.S.)

A study to identify the characteristics of members of farmers' discussion groups. Findings indicated that attendance in discussion groups was very low. Less than half the number of discussion groups were able to establish good satisfactory two-way communication. Members of farmers' discussion groups were found to be young in age, had middle to high school education and possessed large size holdings.

KHERDE, Ramchandra Laxman Rao

Role performance and role prediction of the village level workers in new strategy of agricultural production. New Delhi, Division of Agricultural Extension, Indian Agricultural Research Institute, 1971.

226+30p. thesis (Ph.D.)

A study to measure the role performance of a village level worker (VLW) by his actual behaviour and the factors associated with it. Findings revealed that the variables positively affecting the role performance of a VLW were age, father's occupation, number of children, attitude towards bureaucracy and villages and his knowledge of agricultural methods. Education level of a VLW was not significantly related to his total role performance.

KIM, Young Yun

Communication pattern of foreign immigrants in the process of acculturation: a survey among the Korean population in Chicago. Evanston, Illinois, Northwestern University, 1976.

117p. thesis (Ph.D.)

The author surveys the Korean population of Chicago in assessing communication patterns of foreign immigrants in the process of acculturation. A casual theory is developed in order to explain individual differences in immigrant communication patterns. The background characteristics and communication patterns of immigrants are correlated and developing trends in communication patterns are described. Methodology and practical implications

of the theory are discussed and conclusions presented. The appendices include a statistical breakdown of survey responses and a sample copy of the questionnaire in English and Korean.

KNIGHT, Arumainayagam John

A study of the relative effectiveness of three modes of presentation, preferences, listening and post-listening behaviour of farm broadcast listeners. New Delhi, Indian Agricultural Research Institute, 1973.

206+54p. thesis (Ph.D.)

A study to determine the relative effectiveness of three modes of presentation viz., straight talk, interview and discussion. It also seeks to identify the factors which make each of those modes effective including their limitations. Pre-broadcasts increase gain in knowledge whereas interview is most effective in case of immediate post broadcasts. Factors related to effectiveness include maintenance of proper speed of speech and sincere and convincing talk. Artificial voice and tone of speaker, difficult listening, difficult interviews, overlap of voices, etc., are some of the limitations of the three modes of presentation.

KRISHNAMURTHY, H

Relative effectiveness of the non-subsidised and the subsidised result demonstrations in a selected taluk of Bangalore district. Bangalore, University of Agricultural Sciences, 1971.

153p. thesis (M.Sc.)

Data for the study were collected from Bangalore district from June 1970 to May 1971. Fifteen non-subsidised and thirty subsidised demonstrators were selected for the comparative analysis of the effectiveness. Methods used were scorecards, socio-economic status scale, knowledge test, adoption index and 't' - test. It is observed that demonstrations use internal motivation. Non-subsidised demonstrators have better adoption leadership, generally from the middle level socio-economic status group.

KUMAR, Ojha Purnendu

A study on the characteristics of adopter categories and the role of key-communicators in relation to adoption of some agricultural innovations. Bhubaneswar, Dept. of Extension Education, College of Agriculture, Orissa University of Agriculture and Technology, 1975.

163p. thesis (M.S.)

The study aims at identifying the adopter categories of agricultural innovations, ascertaining their socio-economic and psycho-

logical characteristics and evaluating the role of early adopters in the context of diffusion of farm information. There are 4 adoption units in the context of adoption of High Yielding Variety Programme. The earlier adopters differ significantly from later adopters with respect to their socio-economic and personal characteristics. In both the developed and under-developed situations, the most frequently performed opinion leadership roles of early adopters are: 1) to speak on farm problems to agents of exogenous agencies; 2) to act as a gate-keeper of the agricultural information that is flowing from outside to the village; and 3) to function as persuaders and legitimisers of new farm practices. In progressive communities, both the innovators and early adopters liked to listen to specialists' talk and lectures and the mass form of presentation, whereas in non-progressive communities group discussion was preferred.

LAMOREAUX, James

Receptivity of specific sub-audiences to family planning communications in Iran; a typological approach. Syracuse, New York, Syracuse University, 1976.

1v. (various pagings) thesis (Ph.D.)

This study presented a model indicating how individuals process information, motivation, and instruction transmitted by the media and, in turn, increase or decrease the degree of control they have over their life situation. A survey before and a survey after a communications campaign in Isfahan, Iran, was analysed to see how different types of individuals were affected by family planning communications in relation to the model. Most modern individuals were not as motivated to plan their families as originally thought before the communications campaign. Before the communications campaign most modern individuals were higher in practice of family planning than least modern individuals. The analysis showed that it is possible to define sub-audiences within limits for family planning communications. Also, it is not necessary to divide individuals into least, semi-, and most modern groups toward whom to direct specific family planning messages.

LOWRY, Dennis

Demographic similarity, attitudinal similarity, and attitude change in a cross-cultural persuasive communication context. Iowa City, University of Iowa, 1972.

100p. illus. bibl. thesis (Ph.D.)

The study is based on two separate but related experiments conducted among Filipino students in cooperation with Far East Broadcasting Corporation (Philippines). It aims to examine the effects of communicator-recipient similarity as it affects attitude

changes in cross-cultural communication. In each of the two experiments, two specific types of communicator-recipient similarities are studied as independent variables. These are demographic similarity and attitudinal similarity.

MAK, Naitang

The effects of power structure on communication system in two Hongkong business organisations. Hongkong, Lingnam Institute of Business Administration, The Chinese University of Hongkong, 1973.

72p. thesis (M.A.)

Five hypotheses were tested in this study which deals with the influence of power structure on formal and informal communication in two organisations in Hongkong. Results showed that within a group work the formal power of a person is positively correlated with the span of formal communication toward him and with his information supply to and negatively with his information dependence on other persons. They also supply significantly more information to other work groups than otherwise, but this tendency is not significant in information dependence. The results also showed that persons with more expert power do not differ significantly from those having less expert power in terms of information supply to and dependence on other groups. In the other organisation B, two informal leaders, a socio-emotional leader X is liked by others because of his good personality and a task leader Y is liked by others because of his work ability. Both X and Y are main receivers of informal communication.

MANURUNG, Gindo

The implementation of face-to-face communication in family planning campaigns at the village administration area of Utan Kayu, Jakarta. Jakarta, Sekolah Tinggi Publisistik, 1975.

1v. (various pagings) thesis (M.A.) Indonesian.

MATHAI, Rabia

A study of communication patterns and key communicators among rural women with reference to adoption of family planning practices. New Delhi, Indian Agricultural Research Institute, 1971.

192p. thesis (Ph.D.)

The study aims to investigate various sources of information, effect of socio-economic status and cost on adoption, communication patterns and key communicators. Findings indicated that personal localite, cosmopolite and mass media were the sources of

information. A large majority of the respondents were aware of various family planning methods. In the high adoption village, the consultation pattern followed the friendship pattern while in a low adoption village it differed a little. Communication flow in relation to socio-economic status was mostly horizontal communication in high adoption villages and of a vertical trend in low adoption villages. Key communicators were found among all socio-economic classes in the first category of villages and only in higher classes in the case of low adoption villages.

MISHRA, Babu Lal

A study on the characteristics of key communicators of the progressive and the non-progressive villages. Sabour, Rajendra Agricultural University, 1972.
122p. thesis (M.Sc.)

The objectives of the study are to identify the key communicators, their socio-economic and psychological characteristics and their sources of information. Findings indicated that the communication pattern in the four villages varied considerably. The percentage of the key communicators in a village was not related to the progressiveness of the village. There was a marked difference between the key communicators of progressive and non-progressive villages in terms of socio-economic status, education and adoption level. The key communicators had a favourable attitude towards change and high yielding varieties. Their main sources of information were Sabour scientists and change agents.

MIZAL, Loreto B

Communication role performance of FORPRIDECOM researchers. College, Laguna. Dept. of Development Communication, University of the Philippines at Los Banos, 1975.
77p. thesis (M.S.)

This study was intended to find out the FORPRIDECOM (Forest Products Research and Industries Development Commission) researchers' personal, communication and organisational attributes, communication role perception and job-related variables and their relationship to communication role performance. Self-administered questionnaires were given to 72 researchers. Findings showed the respondents had a favourable attitude toward their communication tasks especially concerning consultations and writing technical articles. They were moderately satisfied with job-related factors. Rank position, tenure, age, incentives, attitude toward communication role and communication skills were significantly related to communication role performance. A step-wise regression was performed on the 17 variables. The corresponding equations and coefficients of

determination varied from 0.328 to 0.471. At one per cent level of probability, the four variables of rank-position, incentives, attitude toward communication role, and job satisfaction were found to significantly affect communication role performance. The effect of target goals was found to be significant at the five per cent level only.

NARAYANA, Bhat P

Readership habits of Kannada and English newspapers in Mysore City. Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.

52p. thesis (M.A.)

The study aims to uncover the newspaper reading habits of the people in the Mysore City. It made use of sampling, questionnaire, coding and analysis methods. About 146 subjects comprise the respondents of the study. The findings reveal that about 48.63 per cent of the subjects were the regular readers of newspapers and magazines. About 64.38 per cent listened to radio and 67.81 per cent of newspaper readers treated newspaper as their main source of information. Newspapers were less read compared to films and radio, while media exposure was more among highly educated subjects. Radio and films were popular among less educated and illiterate subjects. Those who were in high and good profession were exposed more to newspapers than to other media. Radio was treated as an entertainment medium and most of the readers read newspapers at least 30 to 60 minutes a day.

NAVARRO, Marina

Coordination in the Tondo Community Welfare Council 1969-1971. Quezon City, Institute of Social Work and Community Development, University of the Philippines, 1972.

101p. illus. thesis (M.SW.)

Analyses how coordination was carried out in the Tondo Community Welfare Council during the period 1969-1971. One identified factor that brought about a fair degree of coordination was good communication.

PARK, Wha-jin

A study of the relationship between the personal and the social backgrounds of Korean journalists and their attitudes toward the government policies. Seoul, Graduate School of Mass Communication, Seoul National University, 1974.

95p. mimeo. thesis (M.A.)

The study was conducted with 276 reporters from The Seoul, The Kyungghyang, The Dong-A, The Chosun, The Chungang, and The Habkuk daily newspapers. The Korean journalists with ages from 31 to 35, showed a tendency to go against the government policies. Their income has a close relationship with their attitudes toward government policies.

PARSONS, John

Interaction and communication in a Philippine barrio; a study of social space and social distance. Honolulu, University of Hawaii, 1973.

260p. bibl. thesis (Ph.D.)

Investigates networks of interaction and communication among women in a rural barrio in the Philippines. The purpose is to identify the social and spatial factors affecting the information and maintenance of these networks so as to understand better the nature of the diffusion of family planning information.

PRAHOLTUB, Srithasana

The demographic characteristics, role perception and role performance of community development workers in Tarlac and Pampanga. Quezon City, Institute of Social Work and Community Development, University of the Philippines, 1972.

102p. illus. thesis (M.A.)

An analysis of the roles of the community development workers as coordinators, educators, stimulators, organisers, aids of technical agencies and people, change agents and advisers to the people.

PROVENCHER, Ronald

Two Malay communities in Selangor; an urban-rural comparison of social habits and interaction. [Ann Arbor, Michigan, University of Microfilms] 1972.

431p. thesis (Ph.D.)

A study of how urban and rural communities of people with the same traditions differ in different social environments, and how these environmental differences correspond with differences in social behaviour. Comparison is made of an urban and a rural Malay community as social habitats. The comparison concerned contemporary differences between the urban and rural social habitats, not evolutionary changes which occurred in the transition from rural to urban society and culture.

RAJINDER, Prashad

Differential contribution of some correlates of village level workers influencing their communication effectiveness in the context of higher yielding varieties programme; a study conducted in the Punjab State. Ludhiana, Punjab Agricultural University, 1973.

110p. thesis (M.Sc.)

Findings indicate that communication effectiveness of the village level workers (VLWs) is generally not very high. Through configurational analysis the study reveals that VLWs who are 'low' on rural/urban status and years of schooling and 'high' on marital status, pre-service training score and magazine reading interest will be 'high' on communication effectiveness.

RAJU, Kulagatte Subbabhatta Sripada

Village development and communication pattern: a factor analytic typology of selected villages and farmers in three states of India. [East Lansing] Michigan State University, 1975.

410p. thesis (Ph.D.)

This survey of selected villages and farmers in Andhra Pradesh, Maharashtra, and West Bengal of India discussed two levels of analyses: village as a systemic unit, and individual farmer within the village as a behavioural system. It provides answers to the following questions at the village level: 1) What are the empirical dimensions of the village development? 2) How do village social systems configurate typologically along the dimensions of development? 3) What is the pattern of the outside-village communication linkages? At the farmer level, the following questions are answered: 1) How do within-village interpersonal communication structures, roles and integration among the farmers differ across different village types? 2) What types of farmers in what types of villages constitute what types of communication structures and roles in the interpersonal network?

REDDY, Sarvareddy Venku

Leadership in relation to the interpersonal communication behaviour. New Delhi, Indian Agricultural Research Institute, 1971.

330+78p. thesis (Ph.D.)

A study to identify village leaders and to understand their pattern of interpersonal communication behaviour. It was conducted in one agriculturally progressive and one non-progressive village in West Godavari district of Andhra Pradesh. Findings

revealed that there were three types of leaders viz., key leaders, ordinary leaders and non-leaders. Majority of the ordinary leaders were agricultural and informal farm leaders and they were the most utilised source at the awareness and adoption stage. Their influence was comparatively more in the non-progressive village.

REDDY, V Manohara

A study of the status and the role of extension agency and local organisations in promoting development in Srinivaspur Taluk of Kolar District as perceived by the elected local leaders. Bangalore, University of Agricultural Sciences, 1972. 85+16p. thesis (M.Sc.)

Data for the study were collected from June, 1971 to May, 1972. Eighty-six respondents were interviewed. Results revealed that extension educational activities were considered to be effective. Leaders of progressive organisations were comparatively younger and have a high socio-economic and educational status.

ROOSENRAAD, Jon Arthur

Internal adoption process of the mass media: interrelated factors in social change. Tallahassee, Florida State University, 1976. 322p. thesis (Ph.D.)

A study of how mass media coverage changed in reporting two of the great social issues in recent years - the civil rights revolution and the war in Vietnam - was conducted through the sociological perspective of the adoption process. The study analysed the coverage of the weekly news magazine: *Newsweek*, *Time* and *U.S. News & World Report* from 1954 to 1972. It was concerned with how the news magazine changed in their coverage, both as an adoption unit and in relation to the actual events and to public opinion.

SANJAYA, Polar Pardi

The role of communication in increasing the working efficiency at the Senayan Textile Plant, Jakarta. Jakarta, Sekolah Tinggi Publisistik, 1975. 1v. (various pagings) thesis (M.A.) Indonesian.

SHANMUGAM, M

A study on the differential characteristics of key communicators and their followers in agriculture. Coimbatore, Tamil

Nadu, Dept. of Agricultural Extension, Tamil Nadu Agricultural University, 1975.
75p. thesis (M.S.)

The study seeks to identify the differential characteristics of the key communicators and their followers. Data were obtained from 70 key communicators and another 70 followers equally representing a progressive and non-progressive village. Sociometric method was adopted in selecting key communicators. The key communicators were characterised by their high level of education, higher economic status, higher level of media participation, more contact with extension agency, lower extent of fatalism, more progressivism, higher extent of venturesomeness, more cosmopoliteness, more educational aspiration for daughter and more credit orientation in comparison with their followers.

SHARMA, H D
A sociological study of communication and change. Dibrugarh, Dibrugarh University, 1973.
142p. thesis (M.A.)

A study to assess the influence of radio and newspapers in villages and the role of mass communication in bringing about social change. Data were collected through interview schedules, guided and participant observation. Findings indicated that the radio, newspapers and cinema influenced the villagers in their family life and religious outlook. A marked positive change was observed in the villagers' attitudes and outlook in agricultural innovations.

SHARMA, Satish Chander
Psycho-social modernism in Indian villages and its implications for programmes for planned social change. Columbus, Ohio State University, 1974.
234p. thesis (Ph.D.)

SHETE, N B
A study of communication behaviour of extension personnel of Maharashtra Agricultural Extension System. New Delhi, Indian Agricultural Research Institute, 1974.
179+24p. thesis (Ph.D.)

A study to examine the communication behaviour of extension personnel. Findings revealed that majority of the extension personnel evaluated research recommendations by one method or the other before passing them to the farmers. Common methods adopted include discussion with colleagues and assessment of technical feasibility.

SHIN, Houn-ock

The characteristics of the communicative behaviours in the military group. Seoul, Graduate School of Mass Communication, Seoul National University, 1971.
126p. mimeo. thesis (M.A.)

This is a study on the exposure model, of mass media in the military group, and the relation of the number of exposures to the media and the opinion of the group. A questionnaire was used and distributed to 356 correspondents. It was found that the increasing exposure to mass communication increased the informal communication, and builds up consensus among the members for solving many problems and issues.

SHINGI, Prakashchand Mohalal

The dynamics of community change in rural India. Urbana, University of Illinois - Champaign campus, 1972.
136p. thesis (Ph.D.)

SICAT, Loretta

The political attitudes of young Filipinos: a study in political socialization. Quezon City, Asian Center, University of the Philippines, 1972.
260p. bibl. thesis (Ph.D.)

The purpose of the study is to determine the political attitudes of the Filipino youth, and to trace the significant sources of these attitudes. The findings of this survey conducted among high school and college students showed a fair amount of cynicism among the youth. The study suggests the family, the school and the mass media as the socialising agents.

SINGH, Nagendra Prasad

Differential perception of communication source credibility and its utilization patterns among young and adult farmers. New Delhi, Indian Agricultural Research Institute, Division of Agricultural Extension, 1971.
111p. thesis (M.Sc.)

A study to examine the sources of agricultural information, how they are perceived by different age groups of farmers and what socio-psychological factors influence their knowledge and perception about the existing communication sources. Findings reveal that the knowledge quotient of farmers is higher in the progressive villages. Village level workers, radio, demonstrations, friends, neighbours, 'krishigoshti' (agricultural discussion), leaflets and posters are the communication sources utilised.

SOHI, Ujjagar Singh

Measuring knowledge about agricultural practices of Village Level Workers and their level of communication skill. Ludhiana, College of Agriculture, Punjab Agricultural University, 1975.

110p. thesis (M.S.)

Communication skills were measured on the basis of six self-assessed abilities to write, to speak, to use, draw as well as design a simple teaching aid, and to plan a communication strategy. Data were collected from 86 Village Level Workers of Jullundur and Sangrur in Punjab, India. Findings revealed the Village Level Workers possessed agricultural knowledge from medium to high level. Only one of the seven respondents had agricultural knowledge at low level. Agricultural knowledge was relatively high in soil science, plant protection and animal science, whereas, it was relatively low in fruit and vegetable cultivation. The knowledge level possessed by the Village Level Workers was related to their length of service and experience as Village Level Workers, interest in reading agricultural magazines and, contact with information sources and farmers. There was no significant difference among the Village Level Workers on the six communication abilities studied. Possession of communication skills was significantly correlated with the Village Level Workers' contact with information sources and farmers.

SOMU, T

Identification of opinion leaders and studying their communication behaviour. Coimbatore, Tamil Nadu, Dept. of Agricultural Extension, Tamil Nadu Agricultural University, 1975.

93p. thesis (M.S.)

The study examines the communication behaviour of opinion leaders and the communication pattern in the rural community. Information was gathered from a sample of 150 farmers with the help of interview schedule. Sociometric technique was used to identify opinion leaders. Opinion leaders had moderate exposure to mass media besides their contact with change agents. They were contacted not only by their relatives but also by their friends residing within and nearby villages and belonging to all communities and religions. Majority of opinion leaders were in contact with the people of equal and above social status and also with people having either the same or low educational level.

TORRES, Amaryllis T

The effects of shock avoidance and communication in a prisoner's dilemna game. Quezon City, College of Arts and

Sciences, University of the Philippines, 1973.
54p. bibl. thesis (M.A.)

The study made use of a Prisoner Dilemna Game (PDG) to determine the shock avoidance and pre-play communication on the cooperative behaviour of Filipino college students. The results were analysed in terms of 1) level of cooperation in shock avoidance and in money-games; 2) effect on cooperation of communication; 3) main and interaction effects on cooperation of communication, aged position and trial blocks; 4) the contingent propensities; 5) perception of mutual trust; and 6) awareness of the theoretical game strategy.

VALDECANAS, Ofelia C
A study on the communication profile of community nutrition workers in Camarines Sur. Quezon City, Institute of Mass Communication, University of the Philippines, 1975.
177p. thesis (M.A.)

This study aims to find out the communication profile of the community nutrition worker in terms of his level of nutrition knowledge, attitudes toward the Philippine Food and Nutrition Programme and his communication behaviour. The tools for the data collection included the use of a 13-page questionnaire consisting of five main parts: barrio visits and observations; interviews and discussions; and the use of records. 54 respondents directly involved in the nutrition programme representing six cooperating agencies provided major data for the study. Among the major findings showed the lack of respondents' awareness on various nutrition information resources available at the local and national levels. The indifferent attitude towards nutrition was also cited as a barrier to programme implementation giving rise to the need for more informational campaign.

WALIULLAH, Syed
Modernity characteristics of local leaders and family planning programme in Bangladesh. Logan, Utah, Utah State University, 1974.
160p. thesis (Ph.D.)

WANG, Jin-tu
Children's persuasibility and parents' values. Taipei, Taiwan, National Chengchi University, 1974.
91p. thesis (M.A.)

A survey conducted in October 1973 to study whether children

have different responses to persuasibility communication if their parents teach them different concepts of value. Data were collected through questionnaire from a sample of 210 students drawn from a junior high school in a city in the southern part of Taiwan. Results revealed that if the parents' concept of value was of the social orientation type, the children's degree of persuasibility was higher after reading the three articles. The degree of persuasibility was lower if their parents' concept of value belonged to the concept orientation type. Children who came from a broken home were more easily susceptible to persuasion than those who came from a normal family. Students whose parents had a high educational level were not easily susceptible to persuasion.

WILDER, W

Social structure and the communications systems in a Malay village in Pahang, Malaya. Aldwych, Dept. of Social Anthropology, London School of Economics and Political Science, 1976.

1v. (various pagings) thesis (M.A.)

YADAVA, J. P.

Communication pattern and upward communication in CD block agricultural administration. Delhi, Division of Agricultural Extension, Indian Agricultural Research Institute, 1971.

199p. thesis (Ph.D.)

This study analysed the basic communication patterns and the accuracy of upward communication in agricultural administration of a community development block. Data collected with the help of certain instruments specially developed and through personal interviews indicated that the communication pattern in all the blocks was more vertical than horizontal; the evaluative type of communication of the village level workers was poor compared to the instructive, informative and persuasive types; extension officers were inefficient but proper formality and informality of communication in block administrative situation existed. Accuracy of communication in general was found to be inadequate and the degree of accuracy different in different types of blocks.

YAMAMOTO, Akira

Communication in culture spaces; a study of the Buraku. Bloomington, Indiana University, 1974.

241p. thesis (Ph.D.)

YUAN, Shin-yung

The impact of campaign communications on the voting behaviour of Taiwan farmers. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1973.

96p. thesis (M.A.) Chinese.

The major factors determining farmers' attitude and voting behaviour as well as the channels through which they come to know the candidates are examined. The effects of mass communication and face-to-face communication, and the function of opinion leaders are also studied. The data were collected from a survey of 100 farmers selected by purposive and systematic sampling.

5. Education

ALONZO, Adriano

Approaches in the community schools of Urdaneta; their implication to administrators. Quezon City, College of Education, University of the Philippines, 1971

247p. bibl. thesis (m.Ed.)

To achieve maximum results in rural education, a community school may apply communication strategies which coordinate and involve the active participation of the pupil, the school people as well as the whole family. This study identifies the approaches used by the community schools of Urdaneta that bring about a successful community education.

ANDERSON, Rosalie

Drug abuse among public high school students in Cebu City. Quezon City, College of Education, University of the Philippines, 1972.

173p. bibl. thesis (M.A.)

The study answers the following questions: 1) What percentage of students have been challenged to try drugs because of the information given? and 2) How advisable is it to hold drug information campaigns or drug education classes?

ANTONIO, Wilhelmina

Socio-economic factors associated with participation in adult-farmer training programme. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1973.

91p. bibl. thesis (M.S.)

Analyses the factors which are likely to influence a person's participation in adult-farmers training programmes. It specifically tries 1) to ascertain the socio-economic characteristics of the adult in San Antonio, Laguna; and 2) to determine the relationship of these socio-economic factors to their unwillingness to attend training needs of the respondent.

ATANACIO, Josefina

A proposed bilingual education programme for the grade school of St. Theresa's College, Quezon City. Quezon City, Ateneo de Manila University, 1975.

141p. thesis (M.A.)

The descriptive survey method of investigation and research was used in this study. The sample was drawn from 638 parents, 700 prep and grade one pupils, and 66 faculty members of the STC-QC grade school and data were collected through three questionnaires: a home questionnaire, a Pupil interview questionnaire, and a Faculty questionnaire. Based on the analysis of the data gathered the writer proposed a Bilingual Education Programme for the Grade School designed to complement the objectives of the school and its present thrust toward social orientation. However, there is a need for intensive teacher training in the use of Pilipino as a medium of instruction.

BAUTISTA, Florencia

Mga kagamitang panturo sa paglinang ng mga kakayahan tungo sa mapanuring pagbasa para sa ikatlong taon ng mataas na paaralan. (Teaching aids in developing the critical reading potentials of third year high school students). Quezon City, College of Education, University of the Philippines, 1972.

121p. bibl. thesis (M.A.) Pilipino

Describes the different kinds of instructional materials which a teacher may use in developing skills in critical reading. It includes exercises giving a critical evaluation of an editorial advertisement or announcement, news report, storyline, poem and the like and choosing sentences or paragraphs irrelevant to the main idea of a reading material.

BERNARDINO, Felicita

The management of an educational innovation in the Division of Bulacan: a case study (the in school-off school approach). Manila, Graduate School, Centro Escolar University, 1976.

186+6p. thesis (Ed.D.)

A study conducted to find out how an educational innovation developed in the General Office can be successfully implemented in the division-school level, and how a superintendent can effectively play the role of change agent in his division.

BOCETA, German

A proposal set-up of an instructional materials center for

the Elementary Department of the Saint Mary's College, Bayombong, Nueva Viscaya. Quezon City, Ateneo de Manila University, 1971.
105p. bibl. thesis (M.A.)

Analyses the following data: 1) the status of instructional media in St. Mary's College Elementary (Central) and Saint Mary's College Training Department; 2) teachers' attitudes toward instructional media; 3) teachers' preparations in media production and utilisation; 4) media production and utilisation in relation to sex, age, experience and grade assignment; and 5) teachers' expressed instructional media needs and desires.

CASES, Perla
The health practices of the Mansaka families and their implications to health education. Quezon City, College of Education, University of the Philippines, 1972.
211p. illus. thesis (M.A.)

Examines the difficulty in influencing the health knowledge, attitudes and practices of the Mansaka, a cultural group living in the hinterlands of Davao del Norte. It seeks to identify the health practices of the Mansakas to serve as a guide for health innovators in implementing functional health programmes in the area.

CHEONG, Ji Woong
The university extension programmes and their impact; the case of the University of the Philippines, College of Agriculture. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1972.
230p. bibl. thesis (Ph.D.)

The purposes of the study are 1) to analyse existing agricultural extension programmes at the University of the Philippines, College of Agriculture (UPCA) with respect to a) scope and objectives; b) mechanism for extension; c) strategies and tactics employed to accomplish objectives; d) direct and indirect beneficiaries; e) relationship with other agencies; f) perceived and actual consequences on difficult sectors of society and of the university community; and 2) to investigate the impact of such programmes on students, faculty, immediate and intended clientele, linkage of other agencies, responsiveness to national problems in agricultural and national development and the university's public image and professors' prestige.

COLIS, Oscar
Programmed instruction in farmers' cooperatives. Los

Banos, Laguna, College of Agriculture, University of the Philippines, 1972.
148p. bibl. thesis (M.S.)

The aims of the study are 1) to develop a course outline for teaching farmer's cooperative in the Philippines; 2) to construct a linear type of programmed text material in farmers' cooperatives based on the course outline that has been developed; and 3) to evaluate the programmed text material. Fifty farmers and prospective farmers at Barrio San Gabriel (San Pablo City), Pinagbayanan, Pila (Laguna) and Nonas, Kabanbalan, (Negros Oriental) were studied Findings revealed that the programmed instruction in farmers' cooperatives was effective in imparting knowledge to the 50 farmers and prospective farmers who took the programme.

DELORME, Madeleine
A case study of the Immaculate Concepcion Academy Educational Media Program. Quezon City, Ateneo de Manila University, 1971.
138p. bibl. thesis (M.A.)

An evaluative study which considers how the Educational Program of the ICA (immaculate Concepcion Academy) has facilitated the teaching-learning situation in the academy, the functionality of the materials and equipment, the provision for a periodic evaluation of the programme, and the insufficiency of media services in answering the needs of students. The study provides a criterion upon which to determine what action should be taken in the future to ensure the progressive and continued development of the Educational Media Program.

ELLISON, Judith
Preparation and evaluation of a sample of ethnic-oriented material for adult new readers. Syracuse, New York, Syracuse University, 1974.
1v. (various pagings) thesis (M.A.)

107 adult new readers - black, white and Indian, male and female, teenager to older adult evaluated a pamphlet - *Kwanza: A Celebration.* Blacks did respond more positively to black ethnic material than did non-blacks. Whites responded more positively to white-oriented material than did non-whites. Indians responded more positively to the Indian ethnic titles than did non-Indians. There were exceptions, however. Respondents' age and sex were at times significant, which means that factors other than race are involved in a person's preference toward ethnic material. Thus, material of ethnic appeal can be used to motivate handicapped readers to teach them to read and to

enhance their self-concept and pride. Moreover, material of ethnic appeal can promote interest and understanding among all of America's people.

ESLAVA, Felix

The training needs of foresters-in-charge in the Reforestration Administration. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1972.

136p. illus. thesis (M.S.)

The study aims to find out the training needs of 53 foresters-in-charge of the reforestration administration and whether these needs vary. The three most preferred communication approaches are case method, role playing, and use of demonstrations.

KEIKLY, Brigida

The role of the library in an effective adult education program in the Philippines. Manila, University of Santo Tomas, 1972.

93p. bibl. thesis (M.A.)

Analyses the responsibility of libraries to help communicate ideas and to enhance the intellectual development of the masses. The library services intended as an aid to adult education projects are discussed. Conclusions and recommendations of the study are given.

LOZANO, Beatrix

Educational media in selected teacher training institutions in the Philippines. Quezon City, Ateneo de Manila University, 1971.

136p. illus. bibl. thesis (M.A.)

Examines the status of educational media in teacher training institutions in the Philippines. It aims to answer the questions: 1) What are the curricula and instructional patterns of educational media courses offered in selected teacher-education programmes in the Philippines? 2) What educational media services and facilities are generally utilised in teacher education institutions?; and 3) To what extent are educational media generally utilised in Philippine institutions?

MAGASPAC, Corazon

Status of the educational media program in the University of Santo Tomas. Manila, University of Santo Tomas, 1975.

288p. thesis (Ph.D.)

MAGNEY, Grace

The expressed reading interests and expectations of newly literate women in Kabul. Syracuse, New York, Syracuse University, 1974.

1v. (various pagings) thesis (M.A.)

The study aims to provide guidelines for those producing literature by discovering the reading interests and expectations of newly literate women in Kabul. Seven trained Afghan women interviewed 197 women, aged 14 and above who were enrolled in literacy classes. Results indicated that the women were mainly interested in religion, sewing, and solutions to family problems. Women attended classes to get a good job and become better informed. Women of poor living conditions who were just beginning their literacy training were interested in sewing and practical religious topics. Women of fifth and sixth-grade reading ability were interested in careers, social studies, and reading for relaxation. Women exposed to the mass media were interested in home improvement or interior decorating. Newly literate, married women were interested in raising a family and improving husband-wife relations.

MATTEWS, Robert Glenn *Jr.*

Group process, communication and social technology; a training program as a basis of cultural change. Pullman, Washington State University, 1973.

175p. thesis (Ph.D.)

MENDOZA, Evelina

Sex misinformation of teachers in the public elementary schools of Caloocan City and their implications to health education. Quezon City, College of Education, University of the Philippines, 1972.

154p. bibl. thesis (M.Ed.)

Examines the sex misinformation among teachers in the public elementary schools in the West District of Caloocan City. The prevalence of unfounded fears, beliefs and misinformation about sex among teachers is likely to influence not only their own attitudes and practices but also the health attitudes and practices of school children.

MOHAMMADI, Ali

Development-support communications and instructional learning centers for rural areas in Iran. New York, N.Y., Columbia University Teachers College, 1975.

193p. thesis (Ed.D.)

The study focuses on the use of educational television and proposes the establishment of Instructional Learning Centres to be coordinated with other rural centres for Iran's national rural development. A theoretical framework regarding the role of non-formal education based on mass media in alleviating educational problems in Iran is formulated. Provides also a general overview of the geography, social structure and cultural environment of Iran, and identifies the rural areas and the theory and practice of development roles in Iran. A rational system of communications to support the rural development process in Iran is suggested.

QUITZON, Peatriz P

Instructional materials for developing skills in writing. Quezon City, College of Education, University of the Philippines, 1972.

76p. bibl. thesis (M.A.T.)

It was hypothesised that at the beginning stage of language learning the development of oral communication skills is basic. Similarly, in the intermediate stage students are expected to write down their ideas in coherent well organised paragraphs. This study, therefore, aims to provide instructional materials as well as drills based on the above hypothesis.

REYES, Ma. Corazon

A proposed program in instructional media for Maryknoll College Grade School, Quezon City. Quezon City, Ateneo de Manila University, 1975.

152p. thesis (M.A.)

The participants in this study were 29 teachers, two administrators, three area coordinators, three members of the Learning Resources Unit and 100 students in sixth and seventh grades of Maryknoll College Grade School. The study using descriptive survey method gathered data from three instruments: questionnaires, interview, and documentary analysis of school records. The writer has come up with a proposed media programme designed to help achieve the objectives of the school through its instructional development functions. Since the results of the study show a need for a reorganised or revised media programme, all the recommendations for this purpose are included in the Proposed Media Programme. It is recommended that the data and findings in this study be used for further study or follow-up in updating the media programme as a result of the continuous growth and innovations in educational media and education in general.

SALCEDO, Raymundo

The instructional needs of adult farmers in Leyte. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1972.

131p. illus. bibl. thesis (M.S.)

Examines the characteristics of adult farmers' perception of the agricultural training programme in the agricultural schools and the relationship between these perceptions and some selected factors, and finds out the instructional schools in meeting such needs. The respondents totalling one hundred and twenty and with a mean age of 42-46 years felt they needed training most in rice production.

SOMASEKHARAPPA, G

Impact of production-cum-demonstration training sessions on the adoption of improved farm practices and on the knowledge of farmers in Bangalore district. Bangalore, University of Agricultural Sciences, 1971.

116p. thesis (M.S.)

The objectives of the study are to compare the areas in villages covered by the production-cum-demonstration training sessions with that of similar villages where training sessions were not held, and to determine the level of adoption and participation. Data were collected from Bangalore district for a period of one year. Fifty-two adopters and fifty-two non-adopters were selected from 14 randomly selected villages. Methods used were survey research, field study, knowledge test, item analysis, 't' test, chi-square test and personal interviews. Average participation of farmers in each of the production-cum-demonstration training session was found to be very low. Adoption of recommended practices was higher among participant farmers. Significant increase in knowledge was observed as a result of participation.

TAYABAS, Benjamin G

A study of the factors affecting the utilization of an educational innovation. Honolulu, University of Hawaii, 1974.

77p. thesis (M.A.)

Examines the factors affecting the utilisation of an educational innovation - in this case the use of newspaper as an instructional classroom tool - from the individual practitioner's point of view. A review of the relevant literature is made and the nature and objectives of the study are explained. The methodology involved a self-report questionnaire sent to a random sampling of 150 public schoolteachers. A summary of findings is presented in the appendices.

ULGADO, Antonio

Towards family life education for population; a conceptual model for educational innovation in th Philippines. Tallahassee, Florida State University, 1973.

387p. bibl. thesis (Ph.D.)

A conceptual analysis of the knowledge utilisation and dissemination process as planned change in the educational system. It is initially focused on two contexts: the psychological and the group.

VALENCIANO, David A

The passion plays of Buhi, Camarines Sur and their educational significance and implications. Naga City, University of Nueva Caceres, 1971.

183p. illus. bibl. thesis (M.A.)

Shows how the passion play in Bicol has brought about the social and moral edification of the people. It also takes into consideration the general attitudes of the people towards the plays and enumerates the reasons for staging or not staging them.

VILLAUEL, Irene

The effectiveness and current status of the use of instructional material in selected public and private elementary schools in three provinces. Manila, University of Santo Tomas, 1975.

171p. thesis (Ph.D.)

6. Film and other audio-visual media

CANETTE, Ma. Milagros

Audio-visual materials; their use in the secondary schools of Cebu City. Cebu City, University of the Visayas, 1971. 205p. illus. bibl. thesis (M.Ed.)

The objectives of the study are to find out the extent of the use of audio-visual materials by the secondary school teachers of Cebu City and to determine the training background of the teachers in the use of these tools.

COMIA, Maximo

An analysis of the utilization of educational media and its accompanying teachers problems in selected public and private schools in Manila. Manila, Far Eastern University, 1971. 138p. illus. bibl. thesis (M.A.)

Shows the effects of educational media in the teaching-learning process. It gives an evaluation regarding the best teaching aids used, assessing whether it is audio or visual materials which are better. The problems incurred with the use of these materials are also threshed out.

DIZON, Fe

Seventy years of Philippine theatre: an annotated bibliography of critical works, 1900-1970. Quezon City, Institute of Library Science, University of the Philippines, 1972. 213p. bibl. thesis (M.L.S.)

The compilation was undertaken with the aim of facilitating the projects of students, researchers and authorities of the Philippine drama. Entries are arranged alphabetically by authors. The material included in the listings vary from books to newspapers, to journals and periodicals.

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FRIO, Antonio S

Perception of pictorial and visual symbols in some Asian countries: the Philippine rural study. College, Laguna, University of the Philippines at Los Banos, 1976.
189p. mimeo. thesis (M.S.)

A two-phased study on perception of pictorial and visual symbols conducted in three Philippine barrios. The first phase of the study was a survey among 100 respondents to find out how certain pictorial and visual symbols are perceived by a rural audience and to determine some characteristics of the rural audience that influence perception. The second phase of the study was a series of three experiments aimed at finding out the effect on perception of three types of visual presentation, namely, appeal, visual rendition, and colour.

GREY, Edgardo F

Cinema film processing in the Philippines. Makati, Rizal, Asian Institute of Management, 1972.
41p. thesis (M.BM.)

The trend toward higher budget, higher quality movies indicates an increasing demand for more cinema film laboratories with full-service capabilities. Local film laboratories are still so inadequate that they hamper the growth of local film production. The study recommends a take-over of an existing black and white laboratory that can be improved to render full-service packages. This can then be expanded to handle colour processing.

KANE, Kathryn

A critical analysis of the World War II combat films, 1942-1945. Iowa City, The University of Iowa, 1976.
362p. thesis (Ph.D.)

The nature and interrelationships of the internal similarities of a number of feature films produced during World War II is analysed. The films representing the activities of uniformed American soldiers in combat with uniformed enemy soldiers have been examined in terms of their conventions, which operate on several levels of similarity suggested by the models: subject matter, a complex of meanings, form, and iconography. The analysis showed the combat film was a product not simply of one four-year period. Combat films continued to be produced every year from 1948 to 1970, well after the events which may be said to have inspired them. Cursory viewing indicated that the con-

ventions of the war years continue to inform the films, shifting to new emphases and exploring greater possibilities. Further study, especially of the postwar combat film is needed to understand the people and nature of this film group.

KAUR, Santokh Tripat

The cinema in West Malaysia: a study of basic audience patterns and popular tastes, 1970-1973. Kuala Lumpur, University of Malaya, 1975.

344p. thesis (M.A.)

The study answers four fundamental questions: 1) Who goes to the cinema in West Malaysia? 2) What is shown in the cinema in West Malaysia? 3) How does this content reach the cinema? 4) What is the quality of this content? Structurally, the study divides into two parts. The first four chapters constituting the first part of the study, answer the first three questions providing information relating to questions of audience patterns, structure of cinema programmes and the censorship process. The remaining four chapters, constituting the second part of the study answer the fourth question, offering a description and evaluation of the content and quality of the medium in terms of general cultural background, aesthetic value and popular tastes.

KIM, Ho Soon

The development of modern Korean Theatre in South Korea. Lawrence, University of Kansas, 1974.

180p. thesis (Ph.D.)

KIM, Kyungaie

A study of the problems of documentary photography in Korea. Seoul, Institute of Mass Communication, Seoul National University, 1975.

91p. thesis (M.A.)

A survey is conducted on documentary photography in different western countries to investigate the role and effect through its developing process. In the light of this survey, the present study deals with the historical development and the problems of documentary photography in Korea. The result of the study showed that the right acknowledgment of documentary films produced should be established among the Koreans themselves in order to pursue the possibility of progress in the development of documentary photography in the country.

LADEMORA, Maria Cristina

The production and use of 8mm. film for teaching chemical instrumentation. Quezon City, Ateneo de Manila University, 1972.

45p. illus. bibl. thesis (M.S.)

Gives an introduction to the techniques of producing teaching films using amateur 8mm. equipment and deals with the technique of presenting four short teaching films produced by the author of this research.

LEE, Youngsoon

A study of the theory of avant-garde films to understand film as a genre of the art. Seoul, Institute of Mass Communication, Seoul National University, 1975.

114p. thesis (M.A.)

The development of avant-garde films is described and the categories in which research for avant-garde films is classified is given in the study. The influence of the avant-garde film theory is further discussed. Result of the experiment of avant-garde films indicated that that the film artist, reviewer and the spectator altogether should put more emphasis on form rather than content in the Korean film industry.

LEGASPI, Erlinda S

A mouthful of miracle; a 7-minute multimedia presentation. Quezon City, Institute of Mass Communication, University of the Philippines, 1975.

222p. thesis (M.A.)

Due to the misconceptions of a lot of people on the nutrition value of food that proper nutrition is often associated with expensive food such as chicken, steak, pork, fresh milk among others, such has been indicated by findings of studies conducted by both national Service and Food Research Nutrition Centre, the need for a comprehensive mass media strategy in radio, print, TV and film media is needed. In an attempt to reach a great number of homes and to arouse awareness of nutrition among people, the writer adopted a multi-media presentation called "A MOUTHFUL OF MIRACLE" for a slide, TVR and film presentation.

NINAN, Samuel Kovoor

Study of Malayalam films and film journalism in Kerala. Manasa Gangotri, Dept. of Post Graduate Studies and Re-

search in Journalism, University of Mysore, 1975.
97p. thesis (M.A.)

The study aims to analyse the origin and growth of films and film journalism in the Indian state of Kerala. Based on the interview and field study methods, the study has analysed the parallel development of films and film journalism in the state. Though Malayalam films in the country are in the forefront by virtue of their quality, the film industry is suffering from lack of financial resources. In the case of film journalism, it is observed that the film journals must tone-up to reflect the true artistic achievements of the Malayalam films and strive to infuse good taste among the readers. Also, they should improve in their contents, get-up and circulation.

PAUL, Dharam

An evaluative study of various audio-visual aids used by agricultural extension officers and village level workers in disseminating agricultural information in Punjab. Ludhiana, Punjab Agricultural University, 1971.
86p. thesis (M.Sc.)

This study examines the availability, extent of use and factors responsible for frequent, restricted, efficient and inefficient use of various audio-visual aids, as well as the opinion of extension personnel. It was conducted in two blocks of Amritsar district where all Assistant Extension Officers (35) and Village Level Workers (119) constituted the sample. Methodology included personal interviews, use of Z proportion test, Cornell technique, correlation tests and Chi-square test. Results revealed that audio-visual aids were not extensively used despite the extension workers' favourable attitude and availability of audio and non-projected visual aids.

SUHEIDI, S

An analysis of the film, "Young Marriage". Jakarta, Sekolah Tinggi Publisistik, 1975.
1v. (various pagings) thesis (M.A.) Indonesian

TORRES, Luisito

An appraisal of the utilization of audio-visual materials and the problems attendant thereto of MCU teachers in 1973 to 1974. Caloocan City, Manila Central University, 1974.
178p. thesis (M.Ed.)

USMAN, Ali

Save our future; a non-commercial film as a medium used by the government to eradicate the abuse of narcotics and protect the community. Jakarta, Sekolah Tinggi Publisistik, 1975.

1v. (various pagings) thesis (M.A.) Indonesian.

WANG, Kyu-won

The changing trend of the limitation imposed upon movies in Korea. Seoul, Graduate School, Dept. of Mass Communication, Ewha Woman's University, 1972.

144p. thesis (M.A.)

The changes in the movie, imported into Korea toward the end of the Yi Dynasty are studied. The book discusses the development of movies in Korea, control rules imposed on movies by the colonial government of Japan, the introduction of talkie films, and subsequent control by the government, limitations imposed after the National Liberation in 1945, and the present regulations and restrictions by the government authorities.

7. Print media

BALASUBRAMANYA, A S

Emergence of daily newspapers in post independence India. Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.

84p. thesis (M.A.)

The study investigates the rapid development made by the Kannada daily newspapers in the post-independence period in India. Using the analytical method it traces the historical development of the Kannada journalism and analyses 30 representative contemporary Kannada dailies in regard to their origin, growth, development, content, quality, personalities. Various bottlenecks raking the Kannada Press, as pointed out in the study, are: inadequate news and photo service, shortage of newsprint, machinery, lack of trained personnel and financial assistance, meagre advertisements and circulation. However, it is concluded that the Kannada Press has bright future provided it is made rural and development oriented.

BAUTISTA, Francisco H

The feasibility of publishing a magazine for a specific segment of the youth market in Greater Manila. Makati, Rizal, Asian Institute of Management, 1971.

271p. bibl. thesis (M.BM.)

Proposes the lucratively employed 20-29 year-old college graduates in Greater Manila as the specific target market for a pioneering fortnightly magazine. The main attraction of the target market is its high purchasing power which finds no definite outlet. To cater to this specific market need, the contents of the magazine will center mainly on job placement and promotion, finding and furnishing homes, and entertainment.

BEDING, J. Bosko

An analysis of the contents of the Letters to the Editor of

the magazine Tempo. Jakarta, Sekolah Tinggi Publisistik, 1975.
1v. (various pagings) thesis (M.A.)

CHANG, Chi
A study of the relationship between press freedom and the secret of national defence. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1972.
105p. bibl. thesis (M.A.) Chinese.

Examines the concept of press freedom and discusses the scope of the secrets of national defence. The world's views about the American newspaper's disclosure of the secrets of the national defence, the current Chinese laws and regulations in connection with keeping secrets and how to guard the secrets of national defence are also examined. The study stressed that national security is much more important than press freedom.

CHANG, Pao-fang
Cognitive styles and patterns of news reporting. Taipei, Taiwan, National Chengchi University, 1976.
42p. thesis (M.A.)

The study aims to find out how a newspaper reporter selects news stories and what factors affect his or her decision on what to cover. The respondents comprising reporters from three leading morning newspapers and three evening newspapers in Taipei were administered a psychological test on cognitive styles. Reporters who selected news stories of the same nature from different points of view, based either on "personal preference" or on "news importance", reported these stories differently. Their choice of news stories was primarily determined by the field-dependence of cognitive style. The more field-dependent the reporters were, the more they were prone to selecting news stories of descriptive nature. Difference in sex, journalistic educational background, and professional interests were not correlated with the selection of news stories.

CHEN, Yeong-chuoch
The Korean image moulded by the news reports in the Central Daily News and United Daily News. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1972.
104p. bibl. thesis (M.A.) Chinese.

The result of the content analysis of the news reports of

Central Daily News and United Daily News throughout 1971 confirmed the six hypotheses of the study.

CHO, Ki-chung

A study of reading materials on marketing for primary, middle and high school students in the capital. Seoul, Graduate School of Business Administration, Korea University, 1973.

110p. thesis (M.A.)

Using the experimental and survey method, this study involved 418 primary school students (1/2,000), 318 middle school students (1/1,000) and 198 high school students (1/1,000) and surveyed 45 of the total 789 publishing companies selected at random. The survey analyses current marketing structure, sales prices, sales promotion, and trends among purchasers. The result shows that students read more books about general interest, while primary students prefer magazines, middle school students prefer reference books and high school students prefer general interest books. Students buy books for the sake of the content but as price affects their decision, they want the price to be discounted. Book sales were rarely affected by mass media ads. The study recommends unified advertising of several publishers to save advertisement expenditure.

CHOI, Ok-ja

Study on the editing of Korean-language newspapers. Seoul, Graduate School, Dept. of Mass Communications, Ewha Woman's University, 1971.

183p. thesis (M.A.)

The study reviews the early papers of Hansong Chubo and Toknip Chekuk Shinmun (1896-1910) with vertical layout and later newspapers with horizontal editing such as Yonsei Chunchu (College paper of Yonsei University) Minju Kongwha-bo (party paper of the ruling Democratic Republican Party) and Kukmin Shinmun. The study also compares these horizontal-layout papers with a traditional western papers in design and in their development. For better design, the study examines the letter types, spacing, aligning of the endings and columns, headlines and editing. The study suggests several patterns of layout and points out problems to be solved in the future.

CHOO, Kwang Yung

Dimensions of press control: a factor analysis study of national characteristics and press systems of the world. Austin,

The University of Texas, 1976.
209p. thesis (Ph.D.)

The first five hypotheses of the study predicted significant relationships between each of the five key social traits and the primary method of press control in a country. The results of the Chi-square tests supported the hypotheses. The next five hypotheses postulated the existence of significant relationships between each of the press control dimensions and each of the five key social traits. This was tested by one-way analysis of variance and the product-moment correlation analysis. The data upheld the hypotheses to a substantial degree when each of the variables was considered in isolation in a bivariate fashion. However, when all the five key social traits were considered simultaneously and the confounding effects and interaction among the variables were controlled for, only a few significant relations between press control and social traits remained. A fourth-order partial correlation analysis which controlled for the effects of the other four variables revealed a significant positive correlation between political system of a country and political-legal control but not with economic control or social-ethical control; a significant positive correlation between government stability and social-ethical control but not with economic or political-legal control; a significant negative correlation between national development and economic control but not with the other two control types. But religion and regional location of a country showed no significant relations with press control of a country when the effects of the other four social attributes were held constant.

CHUNG, Hyung-soo

A study of the tendency of reporting in Korean newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1971.
109p. mimeo. thesis (M.A.)

The study deals with the main factors which caused changes in the attitudes in reporting. It analyses and compares the difference in the attitudes in reporting between the two terms: the editor's right and manager's right. Concludes that the newspaper medium is a state enterprise and that there is great scope to intervene with news reporting by the governmental power.

CHUNG, Tai-chol

Content analysis of science reporting in the Korean newspapers and of reporting of domestic science news. Seoul, Graduate School, Hanyang University, 1972.
163p. thesis (M.A.)

This study analyses the contents of five major dailies, published in the capital and five local papers, between January 1, 1969 and December 31, 1970, regarding their reports on health, pollution, food, drugs, government policy, space and astronautics, atomic energy, electronics, engineering, biology, agriculture and fisheries, national development, marine resources, resource development and science policy. Concludes that science reports of local papers appear more active and prominent, while the stress of overall contents is laid on health, neglecting the marine resources, scientific technology, and exploration of national land. The study recommends the improvement of science reports by training specialised reporters, improving the editing of articles, and increasing the number of interpretative in-depth reports on science and technology.

CRUZ, Ceciliano Jose B

The history and development of journalism in the city high schools of Manila. Quezon City, Institute of Mass Communication, University of the Philippines, 1971.

200p. bibl. thesis (M.A.)

Gathers information pertinent to the history and development of 27 Manila high school papers. Data included in the analysis are the school's name plate and its significance, the first and succeeding chief editors, the first and succeeding advisers, problems met by the school paper and the paper's achievements.

GAJAPATHY, N

An analysis of agricultural news content in two Tamil dailies. Coimbatore, Tamil Nadu, Dept. of Agricultural Extension, Tamil Nadu Agricultural University, 1975.

51p. thesis (M.S.)

This study examines the extent and nature of Agricultural news published in two dailies and timeliness of the agricultural news, its frequency and sources. The content analysis of agricultural news was confined to Tamil dailies, i.e. Dinamani and Malai Murasu published from Madras for the period from July 1973 to June 1974. Only less than 3 per cent of the total space of these papers covered agricultural news. Twenty per cent of space in Dinamani and 17 per cent in Malai Murasu were allotted to agricultural news. Agricultural news was timely. The frequency at which the agricultural news was published, was found to be three per day in Dinamani and almost one per day in Malai Murasu. Correspondents of the dailies were the main sources for agricultural news. The other sources were Ministers, commercial firms, institutions, individuals, Central and State officials.

GARCIA, Leonardo

Bi-lingual newspapers advertising in the Philippines: content analysis, case studies and audience surveys. Quezon City, Ateneo de Manila University, 1975.

263p. thesis (M.A.)

A content analysis is made of the language of newspaper advertising in the 1960-1971 issues of the *Manila Times* and the *Taliba* and the 1973 issues of the *Daily Express* and the *Pilipino Express.* It analysed the advertising copy of products which significantly employed the bi-lingual style and attempted to find out the reasons for insertion of such bi-lingual ads. An audience survey was then conducted to compare preferences of a young ABCD market in the Greater Manila concerning bi-lingual, English or Tagalog copy. Advertising copy employed a wide use of English during the whole study period. This was especially true in English newspapers. The Tagalog newspapers had an almost equal insertion of English, bi-lingual, and Tagalog ad copies. The extensive and significant use of bi-lingual copy in advertising during the past decade established a bi-lingual advertising as a significant trend in newspaper advertising in the Philippines today. The continued increase of bi-lingual ads in newspapers, the decrease of the strictly English ads in English newspapers, or of the strictly Tagalog ads in Tagalog newspapers seem to indicate that the bi-lingual trend will continue for quite some time.

GINTAWONGSE, Vesidhi

A descriptive content analysis of sex and violence as portrayed in some selected Philippine popular magazines. Quezon City, Institute of Library Science, University of the Philippines, 1972.

91p. thesis (M.L.S.)

Presents the result of a descriptive content analysis of eight popular Philippine magazines published in 1971, with sex and violence as the subjects under study.

GINTING, Moeryanto

A study of the Post Kota newspaper. Jakarta, Sekolah Tinggi Publisistik, 1975.

1v. (various pagings) thesis (M.A.)

HAHN, Sanglahn

A study on Kyung Nam Daily provincial newspaper. Seoul, Institute of Mass Communication, Seoul National University, 1975.

102p. thesis (M.A.) Korean.

Kyung Nam Daily newspaper was founded in Sungnal-Il-Dong, Jingoo-Myun, Jinjoo-Kun, Kyungsangnam-Do on 15 October 1909. The purpose of its publication did not lie in the political importance but in the improvement of knowledge and the encouragement of industry for those who lived in the area because of Japanese Government's suppression of the Korean press at that time. An analysis is made of the style, format, editing details and columns of the paper. The history and development of the newspaper is further discussed until its publication was suspended in 1914, five years after its foundation.

HARTGEN, Stephen

The interpretation of the Chinese Communist Revolution, 1945-1949 by four American daily newspapers. Minneapolis, University of Minnesota, 1976.

437p. thesis (Ph.D.)

An investigation on how events of the Chinese Communist Revolution between 1945 to 1949 were reported and interpreted by four American daily newspapers: The Atlanta *Constitution*, the Cleveland *Plain Dealer*, the Louisville *Courier-Journal* and the Minneapolis *Tribune*. It is also a study of American journalism in the 1940's, of American character and foreign affairs, and of the press' response to a foreign affairs crisis. In each period, all stories about China were examined and each was placed along a scale which measured the interpretative content of the articles. Findings showed the four daily newspapers did their best interpretation on events that occurred "close to home" or which had clear interest to American readers. On events in China and on issues requiring an understanding of Maoist military strategy, the papers did not do so well. Overall, only between 10 and 15 per cent of their China coverage could be classified as highly interpretative.

HOLBROOK, Bruce

Mainland China's external propaganda values, 1958-1974; a content analysis of The Peking Review. Austin, The University of Texas, 1976.

371p. thesis (Ph.D.)

Content Analysis was used to investigate a random sample of the *Peking Review's* English-language propaganda output from March 4, 1958 to May 31, 1974. The digital computer was used extensively to perform necessary text processing and computation tasks. The Danielson-Mullen Basic Space Unit text sampling and the Q-and-R of extracting meaningful and useful data from large bodies of text in a scientifically objective fashion. The

Peking Review's propaganda stressed ideological symbols, emphasised subject matter pertaining to the Chinese people, and consisted mainly of items previously published in China for Chinese readership. Based on this content analysis, five principal propaganda values were identified: 1) Chinese ethnocentricity, 2) ideology, 3) leadership, 4) conflict, and 5) internationalism.

HOSHINO, Shoji

A comparative content analysis of two Japanese newspapers: Akahata and Asahi. Bloomington, Indiana University, 1976. 1v. (various pagings) thesis (M.A.)

The aim of the study was to examine the news coverage of Akahata, the official organ of the Japan Communist Party and of Asahi, the leading commercial newspaper in Japan. A comparative content analysis using subject-matter categories was conducted for both newspapers during the three consecutive periods of T1 (from November 1963 to October 1968), T2 (from November 1968 to August 1973) and T3 (from September 1973 to August 1974). Result of the analysis confirmed the hypothesis that the rank-order correlation of news categories between the two newspapers would become greater as Akahata's page number was increased.

HUANG, Sen-sung

A rural community; its newspapers and development Taipei, Taiwan, National Chengchi University, 1975. 90p. thesis (M.A.)

The study aims to determine whether or not a community newspaper in the rural area is beneficial to the community's development and influential in changing the villagers' attitudes and raising their community consciousness. A quasi-experimental method was used to conduct the research. A stratified sample of 150 respondents was drawn from the southern part of Taiwan. Newspapers in the rural area can become "change agents" of the community development. After reading the experimental newspaper, the villagers changed their attitudes and raised their community consciousness. Those who could recognise more Chinese characters devoted more time to reading, had better access to information, had a higher degree of media credibility, more often, went out, and their behaviour and community consciousness changed more drastically after reading the community paper. Those who were younger, economically better-off, and more active in social activities, had higher expectations concerning the educational level of their children.

INDRAWADI

Problems pertaining to the Teenager's magazine "Gadis"; how far is it compatible with SMA (high school) curricula? Jakarta, Sekolah Tinggi Publisistik, 1975.

1v. (various pagings) thesis (M.A.) Indonesian.

INN, Po-kil

An analysis of social affairs reporting in Korean newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1971.

116p. mimeo. thesis (M.A.)

This study analyses the growth of the resisting and negative traits of Korean newspapers by classifying the social affairs reporting of the Dong-A Ilbo into three categories: positive (+), neutral (o) and negative (-). It concludes that Korean newspapers are always negative, because they have a long time-honoured tradition of struggle against foreign power and domestic maladministration.

ISNOER, Amran

Problems pertaining to the children's magazine "Si Kunang"; its influence on elementary school pupils at Metropolitan Jakarta. Jakarta, Sekolah Tinggi Publisistik, 1975.

1v. (various pagings) thesis (M.A.) Indonesia.

KAO, Alice Huei-eu

The role and function of a Party Press... People's Daily... in Communist China. Salt Lake City, University of Utah, 1975.

1v. (various pagings) thesis (M.A.)

A detailed description is made of the People's Daily, which operates as the outstanding voice of the Chinese Communist Party and the government. Notwithstanding the problem of high illiteracy, the Chinese Communist Party leadership has tried to increase the paper's readership by transferring the responsibility of circulation to the postal service and by featuring the worker-peasant-soldier correspondence networks. Through the years, the paper impressed people with its sameness of style in page make-up and format; minor changes have been made by following the Party line. It is unrealistic to conclude by saying this paper is "good" or "bad", because neither judgment can represent the substance of the paper's role inside the Communist Party's hierarchy.

KAPOOR, Suraj Prakesh

Perception of and conformity to policy in Indian newspapers. Carbondale, Southern Illinois University, 1974.
1v. (various pagings) thesis (Ph.D.)

The study was conducted with managing editors and staffers of three daily newspapers in India through questionnaires and interview. Conclusions reached consist of 1) Staffers on Indian newspapers have perceived the policy in Indian newspapers which is not stated explicitly but implied. 2) Although staff size of the newspaper was not found to be a significant predictor of perception of the policy, in combination with duration of service and staff age it made significant contribution. 3) Senior and elderly staffers appear to have perceived the policy more accurately than their junior colleagues. 4) Opportunity to talk with the editor appears to be a decisive channel of communication that would enable staffers to perceive the policy.

LAI, Hsia-feng

The magazine business in Taiwan during the Japanese occupation period. Taipei, Taiwan, Graduate School of Journalism, National Chengchi University, 1973.
120p. thesis (M.A.) Chinese.

This is a preliminary study of the magazine business in Taiwan during the Japanese occupation. During this period, the Governor-General's office through its police department, exercised very strict control. The status and the development of the magazine published by the local Taiwanese are described and examined.

LEE, Chong-suk

Studies of Korean press photos: the history and restrictions of news photos. Seoul, Graduate School, Dept. of Mass Communications, Ewha Woman's University, 1972.
158p. thesis (M.A.)

This first trial academic study of newspaper photos, discusses the correlation between the newspaper and photos, and reviews the introduction of photography in Korea through documentary studies and personal experience. It analyses the change of character of photo reports in the major dailies, and then examines the restrictions imposed on news photos of Korean newspapers. Includes questionnaire survey of 180 photo-reporters and other reporters of Seoul's dailies, chosen by random selection.

LEE, Hye-hyong

Studies of the early Korean dailies of Manse-bo and Taihan-

mimbo. Seoul, Graduate School, Dept. of Mass Communications, Ewha Woman's University, 1971.
172p. thesis (M.A.)

This study aims to prove that the idea and goal of the two pioneer papers in the early 20th century were inevitable products of social demands and to show how the two papers expressed their opinions with their ultimate goal of illuminating people and anti-Japanese campaign. It reviews two characteristics of the papers, novels and cartoons and the editing system, to find a true picture of society. Finally, the study deals with government press control by the Japanese imperialists at the end of the old Korean kingdom, culminating in Japanese militarism which closed the two papers after one-year's brief publication.

LIAO, Feng-te
An analysis of the publicity strategy of the Ta Kung Pao, a Communist newspaper in Hongkong. Taipei, Taiwan, National Chengchi University, 1976.
132p. thesis (M.A.)

A content analysis of 172 issues of the Ta Kung Pao, published between January 1972 and December 1975, showed that the frequency of anti-American propaganda was diminishing whereas the frequency of anti-Russian propaganda was increasing. The propaganda was aimed at building up an image in the minds of the readers in favour of mainland China so as to soften the enemy, attract more support from middle-of-the-roaders, and unify the pro-Communists. While the format of the propaganda was to use large, red headlines to draw attention, and expansion of the special column, the strategy included emotional appeals (such as nationalism) authority appeals and repetition.

MOON, Myung-ho
The Korean press in the late 1960's as reflected in the Journal of the Journalist's Association of Korea. Seoul, Graduate School of Mass Communication, Seoul National University, 1974.
93p. mimeo. thesis (M.A.)

This study deals with methods used to restrict the freedom of the press and press activities, and attempts to define effective reaction by the press. Concludes that national development and modernisation might be slowed down if restrictions on the press were not lifted. The unity and participation of the journalists are essential to cope with the situation. The press should do its utmost to rehabilitate the trust of the public on it.

NOOR Ahmed Khan Durrani

An analytical study of English weekly newspapers of south India. Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.
130p. thesis (M.A.)

Studies the state of affairs of the contemporary English weekly journals of South India. Based on personal observation and field study a content analysis of English weekly newspapers of four Indian states viz., Andhra Pradesh, Karnatak, Kerala and Tamil Nadu was undertaken. About 126 recorded weekly newspapers are analysed separately and the general problems such as urban and elite bias, limited advertisements, circulation and readership, shortage of newsprint and other organisational hazards are analysed in detail. Hints that the future of English weekly journals is rather bleak since the language journals are keenly competing with them.

ORENSE, Corazon D

School paper publication in the public elementary schools, Division of City Schools, Manila: its status, problems and proposed solutions. Quezon City, College of Education, University of the Philippines, 1971.
136p. illus. thesis (M.Ed.)

Analyses the problems involved in the publication of the school paper in Manila public elementary schools. Possible solutions to problems of staffing, funding, operation and physical set-up are suggested.

PADERNAL, Lydia

The present status of press freedom - public and private high schools in Manila. Manila, National University, 1971.
201p. illus. bibl. thesis (M.A.)

This study of the secondary school press freedom touches on the problems in the journalistic profession, its ideals and its role in public life at the school level. It tries to interpret press freedom as actually practised in high school.

PASCUA, Origen P

An analysis of attitudes and socio-cultural patterns reflected in selected short stories of F. Sionil Jose and Edilberto K. Tiempo as an instrument in the development of appreciation for and understanding of the Filipino Culture. Quezon City, College of Education, University of the Philippines, 1973.
213p. bibl. thesis (M.A.T.)

Defines the outstanding features of interaction in the Filipino culture as reflected in the short stories. Concludes that the short story like any other form of literature is a rich repository of culture components.

SCANDLEN, Guy

The Thai press; a content analysis. Fullerton, California State University, 1974.

1v. (various pagings) thesis (M.A.)

Five urban and three rural Thai-language newspapers were content analysed across sixteen news categories. Significant differences between the urban and rural newspapers of Thailand were found in all content categories except crime and violence, Thai governmental affairs, commerce, and human interest. Both urban and rural papers gave their greatest proportions of space to advertising, the arts, and human interest. In governmental affairs, the urban papers gave significantly greater space to national news; the rural papers to local news. Data from concurrent readership surveys and this study suggest that an expressed preference for national news was not being met by Thai newspapers and, conversely, that the large proportions of space given to advertising, the arts, human interest and sports appeared unwarranted. Only the space given to news of crime and violence appeared consonant with reader preferences. Studies concerning the influence of the Thai press on public knowledge and opinion were recommended.

SERRANO, Geraldine I

Publications advisers in selected Catholic high school in the Archdiocese of Manila: practices and training needs. [Quezon City], Institute of Mass Communication, University of the Philippines, 1975.

81p. thesis (M.A.)

Thirty-eight Catholic high schools situated in the Archdiocese of Manila comprise the respondents to this study. It was found one-tenth of the sample majored in journalism; more than half of them were English majors. Since journalism is not offered as a subject in any Catholic high school in the Archdiocese of Manila, half of the respondents resorted to informal training of their staffers by seminars, workshops, lecture meetings. The most common problem in school paper management is financing and inadequate training of advisers. Solutions used to minimize the problems included resourcefulness by borrowing, improvising, seeking help and cooperation, practice of virtue and prayer. Twenty-two of the suburban respondents and twelve of the Manila respondents demanded formal training in school paper production and management.

SHOWALTER, Stuart Wesley

Coverage of conscientious objectors of the Vietnam War: an analysis of the editorial content of American magazines, 1964-1972. Austin, The University of Texas, 1975.
173p. thesis (Ph.D.)

Six hypotheses were developed and tested in this study. The primary hypothesis predicting that objectors would receive negative treatment in magazine copy because they counter the dominant norm of duty to country was not substantiated. One of the secondary hypotheses received varying degree of support. A significant negative correlation was noted between magazine circulation and favourable editorial positions toward objectors. The publications generally became more positive toward objectors as the Vitenam conflict continued with a significant difference noted between treatment in the first four and last five years. Religious journals were significantly more sympathetic than non-religious ones in the 1964-1967 period, but this difference did not hold for the next five years. The magazine distinguished among the various types of objectors with those in alternate service assignments getting preferred treatment. The findings suggest that the nation's most widely read and respected popular magazines took their responsibility to defend individual rights seriously. Further, magazine journalists exercised more freedom in treating a controversial wartime issue than the theoretical and historical literature had suggested they would.

SWAMY Gowda, H B

Kannada Patrikodyamakke Thi. Tha. Sharmara Koduge. (Contributions ot T.T. Sharma to Kannada Journalism). Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.
60p. thesis (M.A.) Kannada.

The study traces and sketches the contributions and achievements made by the late T.T. Sharma (considered to be one of the most distinguished and eminent journalists of Kannada) for the development of Kannada press. His mouthpiece, the *Viswa Karnataka*, likened to the thunder bolt, is now out of publication. Yet it is well remembered in the annals of Kannada journalism. The study is based on biographical sketch and field study methods. It is outlined "that the late Sharma was a doyen of journalism and an unforgettable hero of our land".

SYEDARABI Idid

A content analysis of development news within and outside Malaysia as reported by four of its English-language newspa-

pers. [Madison], University of Wisconsin, 1976.
1v. (various pagings) thesis (M.A.)

Twelve issues of each of the four English-language newspapers in Malaysia: *The Straits Echo* (Penang), the *New Straits Times* (Kuala Lumpur), the *Sarawak Tribune* (Sarawak), and the *Kinabalu Sabah Times* (Sabah) covering the period of 1974 were content analysed. Findings revealed urban-relevant news items were given more prominence and space than the rural-relevant news items or general interest stories. The four newspapers provided more prominence and space to political personalities over the other three kinds of personalities. The study found that the dailies gave high mention and space to national news but there was no difference in prominence of the local over the national development news. In the report on foreign development news, it was found that the newspapers gave higher prominence, space and mention to Asian than to non-Asian news.

VENKATAPATHIAH, B R
A study of role played by district newspapers in Karnataka. Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.
96p. thesis (M.A.)

The study analyses the state of affairs of the district newspapers in the Indian state of Karnataka. It is classified under four major headings and an analysis is made to know the origin and growth of small newspapers, the development of district newspapers in Karnataka. Various problems of the district newspapers pertaining to their advertisement, circulation finance machineries, newsprint, personnel, etc., are examined in depth. Concludes that district newspapers will influence and inspire the public towards national integration and development.

VIJAYA Kumar, D S
An analytical study of English daily newspapers of Karnataka. Manasa Gangotri, Dept. of Post Graduate Studies and Research in Journalism, University of Mysore, 1975.
51p. thesis (M.A.)

The study evaluates the performance and functions of the English newspapers in the Indian state of Karnataka. Based on the content analysis method, 28 issues of the Hindu, The Indian Express and the Deccan Herald have been selected for the analysis as representative English dailies. Supports the view that the Indian newspapers are overloaded with political news, the foreign news is meant only to national news items. More than 50 per cent of the space is devoted for advertisements. Suggests that

more space should be devoted for development, investigative, interpretative and serious news items.

VILANILAM, John

An evaluation of press performance in India through content analysis of 1973 newspapers. Philadelphia, Pennsylvania, Temple University, 1975.

140p. thesis (M.S.)

The study aims to find out whether there is any statistically significant difference between the quantity of developmental, governmental, and political news in the selected four newspapers; and whether there is any statistically significant difference between the conglomerate newspapers and independent newspapers (those linked with no other industrial or business interest) in the quantities of the three types of news. A content analysis of the four newspapers indicated significant difference among the selected newspapers in the quantities of developmental, governmental and political news they present. The conglomerate focused more on governmental news. But all four newspapers ignored vital developmental problems such as family planning, housing, communications, labour welfare, employment, health, hygiene and medicine, administrative reforms, national integration and social change which were not found among the top ten priorities of any of the four newspapers.

WOO, Kau-kiang

Communication campaigns of population planning in the People's Republic of China; a content-analysis of a Chinese Women's magazine (1949-1966). [Madison?], University of Wisconsin, 1974.

1v. (various pagings) thesis (M.A.)

In all, 238 issues of a Chinese women's magazine published from 1949-1966 were content analysed. To examine how an official mass medium implemented the Chinese policy of population planning for the 18 years, four major areas were investigated: trends; types, sources and formats of the messages; contents of persuasion, refutation and legitimation; audiences and the recommended methods. It was found among other things that the male audience was included considerably, confirming the hypothesis that the messages in the magazine were not just intended for female audience.

YU, Chong-il

Korean newspapers' editorials on European issues. Seoul,

Graduate School of Mass Communication, Seoul National University, 1973.
60p. mimeo. thesis (M.A.)

The study examines how Korean newspapers' editorials observe, transfer and interpret European social and political issues. A total of 140 editorials about European issues of the Dong-A Daily newspaper from January 1, 1963 to December 31, 1972, were content-analysed. The result revealed that the editorials took more interest in the issues which bring about a new European order, than in the issues which were traditionally discussed.

ZALAKI, C G

Study on the awareness use and readibility of agricultural publications by farmers in Bangalore district of Mysore State. Hebbal, Bangalore, University of Agricultural Sciences, 1975.
133p. thesis (M.S.

8. Rural communication

ASHRAF, Khalid F

Agricultural modernization in the southern Philippines: a study of casual interaction among economic, social-psychological and communication determinants. Ithaca, Cornell University, 1972.

173p. bibl. thesis (Ph.D.)

Examines the casual interaction among economic, social-psychological and communication determinants of agricultural modernisation, operationally defined as farm practice adoption. Identifies the significant correlates of adoption; formulates an integrated theoretical model of their interaction; and validates this model with empirical evidence collected from a stratified random sample of 153 Filipino farmers. An integrated approach is found to be superior to the study of modernisation. Highlights also the feasibility of using path analysis to bring about casual relationships in the adoption process and to identify with precision the areas in which policy action is indicated

BALDEVIA, Manuel

The role of the church and the usefulness of the rural life program of the United Church of Christ in the Philippines as perceived by its members and ministers. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1972.

111p. bibl. thesis (M.S.)

Among the projects of the Rural Life Programme of the United Church of Christ in the Philippines (UCCP), the credit unions, farmers' classes, science chain, adult education, and crops demonstration are most useful to its members. The ministers consider adult education, family planning campaign, Jersey bill chain, cottage industries and crops demonstrations as most useful. This study shows both groups perceived the programme as "good" with the members' perception tending to be more favourable than that of the ministers.

CHANG, Kwi-yong

Study of the mass communication in Korean agricultural

villages, focussing on the process of development in a developing society. Seoul, Graduate School of Social Development, Chungang University, 1972.
175p. thesis (M.A.)

This study examines the relations between social development and mass communication, the types of receiving messages, the functions of mass communication in agricultural life and the structure of mass communication and agricultural village development. For the most effective utilisation of mass media in the development of farming countries, the study concludes, there must be a final feedback to the people.

CHUA, Leonardo A
Developmental scheme for lowland rice farmers of Bukidnon: a strategy of change. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1973.
214p. bibl. thesis (Ph.D.)

The study was conducted among 379 farmers: 1) to present a descriptive profile of Bukidnon farmers and analyse some of their development needs and problems; 2) to determine some needs that could be met through the training of lowland rice farmers; 3) to identify some variables that are associated with status and education, region, contacts with change agents and other people, types of schools where farmers children are enrolled, yield of rice per hectare, and distance of farm lots from the town; and 4) to propose a plan for the development of farmers.

HARKER, Bruce Rogers
Education, communication and agricultural change; a study of Japanese farmers. Chicago, Illinois, University of Chicago, 1971.
189p. thesis (Ph.D.)

ISADA, Danilo T
The impact of the corn production kits in selected corn priority provinces. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1973.
122p. thesis (M.S.)

JAIME, Rogelio
The diffusion and adoption of some recommended practices in swine production in Laguna, Philippines. Los Banos,

Laguna, College of Agriculture, University of the Philippines, 1971.
730. illus. bibl. thesis (M.S.)

Analyses the relative influence of the different sources of information on the adoption of some innovations in swine production.

JULIANO, Clemente P. Jr.
Some selected factors associated with emphatic ability of farm management technicians in the Philippines. New York, Cornell University, 1972.
283p. illus. bibl. thesis (Ph.D.)

A study on the extension communication agents and their responsibilities. Its main thrust is to find out some selected values and factors related to emphatic ability among farm management technicians. Two of the communication activities looked into are conducting educational drives and farmers' classes.

KIM, Min-whan
A study of the process of communication on agricultural renovation. Seoul, Graduate School of Mass Communication, Korea University, 1972.
137p. thesis (M.A.)

The study seeks to find out how information and influences are disseminated through positive studies of field surveys at three villages of Changhung-gun, Chollanamdo Province. It gives answers to the question raised by the hypothesis of the two-step flow theory such as: 1) Does an exposure to mass media increase information? 2) Does exposure to mass media increase innovativeness? 3) Does exposure to mass media heighten opinion leadership? 4) Does the first information for renovation come from mass media? and 5) Is mass media the main dissemination of information?

LADONGA, Luis
Leadership roles and decision-making for a communal water supply project in two Maranao communities. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1972.
143p. bibl. thesis (M.S.

This study was conducted on barrio Limuk Kawayan and barrio Tuka Kalukan in Lanao del Sur. Some of the findings reveal that 1) primary leaders and decision-makers for the project

in two communities studied are persons of high social status, consisting of members of the two councils, big time traders and rich farmers, professional and high-ranking government officials; 2) the primary leaders are vested with absolute powers in decision-making; and 3) the verbal channel and direct face-to-face method of communication are used effectively throughout the phases of the project in the two communities. However, rituals and an air of formality characterise the communication and interaction pattern in the rural community.

LESSOFF, Jeffrey

Time perception among lowland rice farmers of two Laguna barrios. Los Banos, Laguna, University of the Philippines, 1971.

194p. illus. bibl. thesis (M.A.)

Notes that an understanding of the time sense of an individual or community would be of value to assistance agencies and extension practitioners who desire to introduce and implement farming innovations in these communities. It suggests the use of the radio in attention-arousal programmes.

LLANO, Dolores S

Problems relative to teaching adult farmers as identified by extension workers. Los Banos, Laguna, College of Agriculture, University of the Philippines, 1973.

86p. bibl. thesis (M.S.)

The findings of the study show that the most frequently encountered problems of the Farm Management technicians were: 1) farmers lack of money to practice agricultural supplies; 2) farmers difficulty in understanding what the extension workers want and at the same time their failure to express what they want; 3) no previous training in communication; and 4) salary and transportation allowance are insufficient to meet life needs.

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The aims of the study are 1) to make a comparative analysis of selected aspects of farmer education programmes in three development agencies; 2) to determine the opinions of the change agents from the selected agencies on certain aspects of the programme; 3) to identify some essential characteristics of a successful farmer programme in the agencies and their relationship to adoption of agricultural practices; and 4) to determine whether significant differences exist between farmers served by selected agricultural agencies. Findings showed that education and social status contributed to farmers innovativeness and that the two most popular criteria of a successful farmer programme were ownership of the land and the farmer's full control of the farm enterprises. Frequency of contact with change agents was also associated with agricultural productivity, or income of farmers.

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SEN, D

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The study seeks to find out the performance of some communication functions expected of farm management technicians. The manner in which the farm management technicians are able to encourage people to adopt new rural practices are analysed.

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